

*"Far and away the best prize that
life offers is the chance to work hard
at work worth doing."*

**Rocky Mountain House
National Historic Park
Survey, 1990**

Presented to:

Canadian Parks Service

Date:

December 17, 1990

 **THE ADVISORY
GROUP**
MARKETING & MANAGEMENT CONSULTING

Suite 310, 1122 - 4 Street South West,
Calgary, Alberta, Canada, T2R 1M1
(403) 264-2440 Fax: (403) 264-2449



EXECUTIVE SUMMARY**Background:**

This study assesses the needs, behaviors, expectations, awareness and satisfaction of present and potential visitors of the Rocky Mountain House National Historic Park. Three quantitative surveys were conducted during the summer of 1990, including:

1. Mail-back Visitor Survey (non random).
2. Mail-back Children's Visitor Survey (non random).
3. Telephone Central Alberta Resident Survey (random).

Key Findings:

- Verification of the four hypothesized Visitor Activity Groups (Education, Heritage, Recreational and General Experience Seekers) was not achieved.

Segmentation analysis based on motivation to visit and activities participated in as reported by the visitor respondents revealed that non-local Alberta, urban and out-of-province visitor respondents were primarily seeking a Heritage/Education experience. Visitor respondents from the local area were likely to be seeking a General experience (picnicking, entertainment, social outing), a Recreational experience (use of the Park for hiking, river access, etc.), or, if part of a school group, an Educational experience.

- The Park is generally considered to be a site of historical interest in an outdoor setting and is not generally thought of as a site for outdoor recreational activities.
- The Park appeals to family groups consisting of younger children and adult visitors in the ages of 35 plus.
- The most significant barrier to visitation is lack of awareness.
- About half of the visitors surveyed come from the central Alberta area, including Rocky Mountain House, Edmonton and Calgary.
- Staff delivery of interpretive programs appears to be satisfactory, although there is an expressed need for more interpretation of Native history and Native involvement in program delivery.
- There is strong support for re-creating a fort at the Park. There is a general expectation that a fort be present at the site.
- There is a need for food service at the Park.

- Consideration should be given to opening on winter weekends rather than all weekdays if the Park is to remain open in the winter.
- The needs of the disabled do not appear to be sufficiently addressed. Improved access and increased services for the disabled should be investigated.
- The survey results do not conclusively support or reject admission fees, however, the majority of the potential visitors surveyed do expect to pay an admission fee.

TABLE OF CONTENTS

1.0	Introduction.....	1
1.1	Background.....	1
1.2	Project Definition.....	2
1.2.1	Project Purpose.....	2
1.2.2	Project Objectives.....	2
1.3	Research Design.....	3
1.3.1	Study Limitations.....	4
1.3.2	Confidentiality.....	9
1.3.3	Official Languages Act.....	10
2.0	Respondent Profiles.....	11
2.1	Travelling Party.....	11
2.2	Age of Respondents.....	13
2.3	Education.....	16
2.4	Income.....	17
2.5	Disabilities.....	19
2.6	Group Affiliation.....	20
2.7	Visitor Origin.....	21
3.0	Segmentation.....	23
3.1	Service Delivery Segmentation.....	23
3.2	Segmentation by Targeted Promotions.....	33
4.0	Trip Characteristics.....	39
4.1	Visitation History.....	39
4.2	Length of Stay.....	42
4.3	Method of Transportation.....	43
4.4	Trip Purpose and Destination.....	44
5.0	Respondent Expectations, Experiences & Needs.....	45
5.1	Expectations.....	45
5.2	Experiences/Activities.....	47
5.3	Needs.....	54
6.0	Promotions.....	58
6.1	Awareness and Image.....	58
6.2	Decision Process.....	60
6.3	Information Sources Used.....	62
6.4	Information Needs and Suggestions.....	65
7.0	Fees.....	67
8.0	Economic Impact.....	72
8.1	Accommodation.....	73
8.2	Meals.....	74
8.3	Activities.....	75
9.0	Conclusions & Recommendations.....	76
Appendix 1 - Visitor Survey Results		
Appendix 2 - Children's Survey Results		
Appendix 3 - Resident Survey Results		

1.0 INTRODUCTION

1.1 Background

Rocky Mountain House National Historic Park (RMHNHP) provides a unique heritage experience around a theme of the fur trade, voyageurs, the early explorers searching for a mountain pass, the natural and native history of the region. The Park, located in west central Alberta, experienced visitation of about 28,000 for the study period May through early September, 1990, down about 25% from previous years.

The Park themes are experienced through a visitor reception centre, walking trails, interpretive signs and demonstration sites. An opportunity exists for further development and provision of additional interpretative services and visitor facilities which will set RMHNHP apart from other Federal and Provincial Historic Sites and Parks. This possible redevelopment has the potential to increase the visitor draw, frequency of use, and length of stay, as well as create economic spin-off effects related to tourism for the surrounding community. The success of the redevelopment, however, will depend on how closely the facilities and services offered match the needs of the visiting public. To this end, visitor and non-visitor surveys have been conducted, the results of which will direct the future plans for the Park.

1.2 Project Definition

1.2.1 Project Purpose

The purpose of this study is to determine the needs and expectations of present and potential visitors to RMHNHP with respect to visitor facilities and services. The outcome of this study will provide input into the management and service plans which will direct the future development and operations of the park.

1.2.2 Project Objectives

1. Confirm that visitor activity groups (VAG's) as proposed by Parks staff are correct:

- general recreational (seeking recreation, including river recreation, but open to an historic experience);
- educational (including school groups, researchers, etc.)
- heritage seekers (natural or historic);
- any or general experience (many who are local residents).

Develop a profile of the visitor groups.

2. Determine what types and levels of service the Park should be providing to meet the expectations of current and potential visitors.
3. Determine the barriers to potential visitors to RMHNHP.
4. Determine the local economic impact of park visitors.

1.3 Research Design

The research design was detailed in a separate document prepared by the consultant and entitled "Statistics Canada Planning Report for the Rocky Mountain House National Historic Park Visitor Survey 1990". This document was submitted on April 6, 1990, and approved by Statistics Canada.

In summary, three surveys were administered:

1. **Visitor Survey.** An exit survey was administered on-site to RMHNHP visitors aged 12 and up who were asked to mail in their responses. The visitor survey was organized to satisfy the following information requirements:

- Trip Characteristics
- Trip Promotions and Information Source
- Benefits and Expectations Sought
- Park Experience and Satisfaction
- Intention to Revisit
- Travelling Group Profile
- Respondent Profile (Demographic)

Based on previous years' visitation figures, targeted response rates were set for the visitor survey. Assumptions were made about exit times as follows:

12-2 p.m.	25% of daily visitation
2-4 p.m.	35% of daily visitation
4-6 p.m.	25% of daily visitation
6-8 p.m.	15% of daily visitation

2. **Children's Visitor Survey.** An exit survey was administered to children aged 6-11 years. The children's survey was designed to provide feedback as to this group's:

- Experience at the Park
- Needs and Benefits Sought
- Desire to Revisit
- Respondent Profile

The number of children's surveys distributed were not tracked. Packages of questionnaires with enough copies for each student were given to the teachers or tour guides for each student group. Three-hundred and eighty returns were received from student group visitors. An additional 77 returns were returned with completed "adult" visitor surveys.

3. **Potential Visitor (Resident) Survey.** A telephone survey was administered in June of 1990, to 405 residents of central Alberta aged 12 and up. This survey was organized to lead the respondents through their general recreational/educational experiences, including awareness issues and behavior regarding RMHNHP. Specific information requirements include:

- Visitation History, Including Intention to Visit
- Scope of Awareness and Information Sources
- Barriers to Visitation
- Needs and Benefits Sought
- Respondent Profile (Demographics)

Quotas were imposed regarding:

- geographic location of respondents (determined by distribution of telephone prefixes within the so-called

RMHNHP market area - roughly the area Calgary to Edmonton west to Nordegg and east to Ponoka);

- sex of respondent by age grouping (according to 1989 Alberta Census).

The Appendix of this Report includes the basic data for each of the three questionnaires.

1.3.1 Study Limitations

The visitor survey underwent a number of changes for various reasons that resulted in a non-random sampling of Park visitors. Consequently, a series of limitations to the study should be noted:

1. As the information desired from the visitor survey by the planning team increased and the length of the survey tool grew, it became apparent that the only way to conduct the survey was through the use of a mail-back survey instrument. This resulted in a 40% response rate and the possibility of a non-response bias from those not answering the questionnaire. Therefore, the visitor survey results are not random, and should not be considered representative of the Park's visitors.

The following table outlines approximate confidence levels for the survey results. The percentage distribution value is the variation of the actual value given a particular sample size (N value).

Example: In a sample of 400 respondents, 50% answer "Yes" and 50% answer "No". The sampling error is estimated at plus or minus 5.0 percentage points. The confidence interval, then, is between 45.0% and 55.0%. We would estimate (95% confidence) that the proportion of the total population who would say "Yes" is somewhere within that interval.

Sample Size (N =)	Percentage Distribution
<50	use with extreme caution
<100	use with caution
100	10.0%
200	7.0%
300	5.8%
400	5.0%

2. In 1990, the road counters which monitor traffic were upgraded to detect movement by the hour; however, these counters monitor entry rather than exit numbers. The estimates noted in section 3.1 proved more or less accurate for the main gate, however, much of the south gate traffic exits later in the evening because visitors use this gate for the boat launch. The original questionnaire distribution schedule called for Park personnel to distribute questionnaires for rotating two-hour time blocks, two days out of three, alternating between the south and main gates. The study was designed to distribute questionnaires relative to visitation patterns and to ensure representation from visitors exiting at various times of the day and days of the week. A number of changes were made to the distribution

plan when it became apparent that the targeted 400 returns would not be achieved:

- The assumed return rate of 50% (based on experiences with other National Historic Park (NHP) user surveys as reported by the Canadian Parks Service) was not achieved. In fact, the actual return rate for the RMHNHP survey was 40%. Therefore, the targeted number of questionnaires to be distributed was increased.
- A slow start to the season due to poor weather conditions meant that distribution had to be "loaded" into the summer months. Because Park staffing levels were inadequate to handle the distribution, members of the "Friends Society" who operate the gift shop were hired to distribute surveys from July 19 through the first week of September at the main gate during peak exit times (afternoons). As a result, returns are biased toward main gate rather than south gate visitors. The actual returns achieved were also biased to the latter part of the summer as follows:

May	4%
June	8%
July	25%
August	58%
September	6%

and were biased throughout the day as follows:

Noon (12-2 p.m.)	9%
Afternoon (2-6 p.m.)	76%
Evening (6-8 p.m.)	15%

Ninety-two percent of the total returns were obtained from visitors exiting via the main gate (as compared to actual main gate visitor exits which represent 72% of total visitation). Five percent came from tour bus passengers, while only 3% of the returns were obtained from south gate visitors as compared to 20% of the actual visitation. This bias was discussed with the Planning Technician for the project and it was determined that the survey would be representative of visitors coming to the Park via the main gate to experience the programs and heritage aspects rather than the river recreational offering. The needs of this latter group are best obtained from directed research with canoeing/kayaking enthusiasts than through a general visitor survey. (An attempt was made to increase response from the south gate by slipping questionnaire packages under the windshield wipers of parked vehicles at the south gate. This method did not prove to increase response from the south gate.) The bias of responses to the latter part of the summer afternoons and visitors exiting via the main gate is not believed to markedly affect the responses when the high (60%) non-respondent bias is considered.

3. It should be further noted that 12% of the period's visitation occurred on Canada Day. Because of the added workload on staff on this day and the fact that these visitors were attracted by a special event and are not

considered representative of the casual visitor, no questionnaires were distributed on this day.

Park staff also distributed questionnaires to tour groups. The return rate for tour bus surveys was only 23% compared to 41% for the casual visitors. Tour bus respondents accounted for 5% of the total returns for the main survey. While tour bus visitors actually accounted for 8% of the total visitation in the survey period, a large number of the tours were school groups, which received a children's version of the survey instead of the visitor survey.

4. Weather conditions were also tracked. Seventy-six percent of the respondents visited on sunny days and only 5% on rainy days, so poor weather conditions are not considered to be a negative influencer to the respondents' experience or length of stay.

1.3.2 Confidentiality

Respondents were informed verbally and in the letter accompanying the visitor survey, or verbally for the telephone survey, that their answers would be treated in accordance with the Government of Canada's Privacy Act. No questions were asked that required individuals to identify themselves (except the voluntary question in the pretest) or in any way provide information of a personal nature.

1.3.3 Official Languages Act

The main visitor survey was translated into French and made available to visitors who preferred to complete the questionnaire in that language. Only one visitor chose to complete the French version of the questionnaire, although one other visitor completed an English version partly in French. There were no requests from respondents to the telephone questionnaire that a French version be administered.

Respondents to the visitor survey were asked which language they preferred to be served in; 96% replied 'English', only 1% 'French' and the remainder preferred a variety of other languages.

2.0 RESPONDENT PROFILES

Participants were asked a number of demographic questions, including age, education and household income. The charts that follow compare visitor survey respondent profiles with those of respondents to the telephone survey. Because quotas were imposed on location (telephone exchange distribution), age and sex of telephone respondent, the telephone results can be considered fairly representative of the demographics of the RMHNHP market area as a whole. Only respondents 12 years and older were asked to participate in either study.

2.1 Travelling Party

Respondents to the visitor survey were asked to describe their travelling party by size and age, unless they were travelling in an organized tour group. **The average travelling party size is 3.72 persons** according to the survey results. Park staff have applied an assumption of three persons per travelling group when projecting their visitation statistics from road counters installed at the gates. The survey results suggest, therefore, that previous visitation levels may have been underestimated by 24% (i.e., previous figures could be grossed up by an additional 24%).

The majority of the visitor survey respondents (83%) did visit with a group of family or friends, consistent with the fairly large average travelling party size. Seven percent of respondents came alone to the Park, while 10% came with an organized group, half of which would be considered a large bus tour.

Comparatively, 83% of the resident survey respondents who had visited the Park previously did not come as part of a school or tour group, while 15% did.

2.2 Age of Respondents

Quotas were imposed and met for age distribution of resident survey respondents to represent accurately the total population of the area to within $\pm 4\%$ of the actual distribution, according to the Alberta Bureau of Statistics (June, 1989). The following graph illustrates that:

- teenage and young adult Park visitor survey respondents (12-24 years) are underrepresented by 17% as compared to resident respondents;
- adult visitor survey respondents (35-64) are overrepresented by 20% as compared to resident respondents;
- senior visitor survey respondents (65+) are also overrepresented by 5% as compared to resident respondents.

AGE OF RESPONDENTS

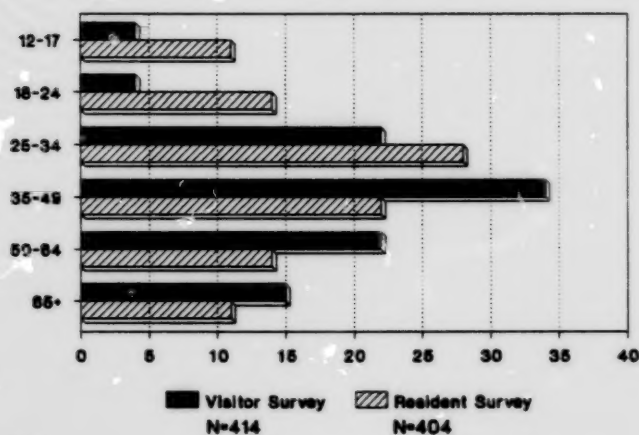


Figure 1

Note that although randomization was attempted for survey distribution to visitors, it is possible that non-respondent bias among the younger visitors (12-24 years) has skewed the responses to older visitors.

Respondents were also asked to indicate the size and age of members of their travelling party:

Age	% of Visitors
11 years or less	21
12-17	9
18-24	5
25-34	15
35-49	22
50-64	16
65 years +	11

While visitor survey respondents were skewed toward adults in the 35-49 age group as compared to the resident respondents, the make-up of the travelling parties suggests that this bias is not reflective of the actual visitation. This supports the statement noted previously regarding respondent bias.

Respondents to the children's survey who did not visit as part of a school tour were fairly evenly distributed throughout the six-year span (aged 6-11). The majority of school tours (49% of the children's tour respondents) were aged 10, and an additional 29% were aged 11. There were only a handful of students aged 6-8, who attended with a tour.

In conclusion, children under 11 years make up a significant component of RMHNHP's visitors. This is matched to a similar proportion of adults (presumably parents) in the 35-49 age group (which matches Alberta demographics). **The Park, therefore, appeals to family groups** consisting of younger rather than older children, and adult visitors aged 35-plus.

2.3 Education

The education level of the visitor survey respondents is somewhat higher than that of the market area residents. Fifty-seven percent of the market area residents have achieved high school or less (as their highest level of education) as compared to only 35% of the visitor survey respondents group. Over half of the visitor survey respondents group (51%) have achieved a college diploma, university degree or higher as compared to 38% of the market area residents. This apparent higher education level may be reflective of the age skew mentioned in the previous section.

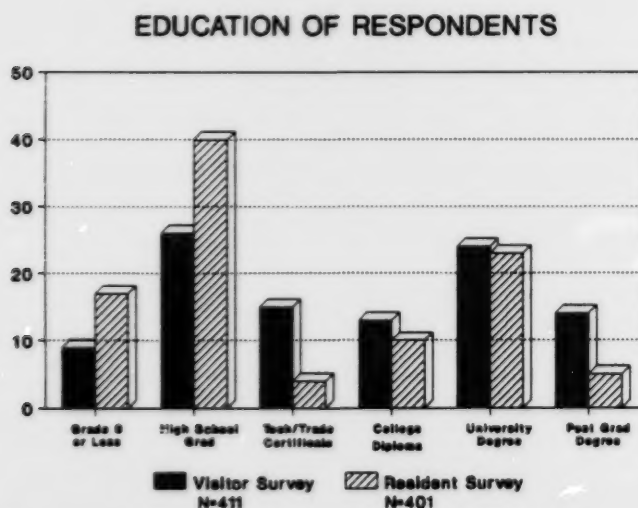


Figure 2

2.4 Income

Income was asked of both the resident and visitor survey respondents. The purpose of asking this question was primarily to gauge sensitivity to a proposed admission fee (see section 7.0). Typically, there is a high refusal rate for income-related questions. Because confidentiality was assumed for the visitor survey, the refusal rate was only about 13% as compared to 35% for the resident (telephone) survey. The following graph compares household income levels for the two surveys.

HOUSEHOLD INCOME OF RESPONDENTS

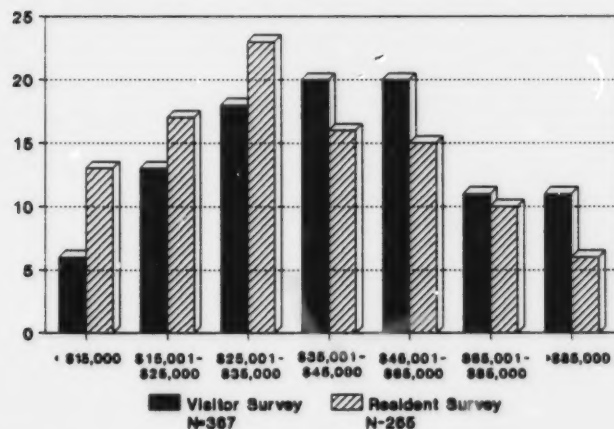


Figure 3

It can be noted that income levels are slightly higher for the visitor survey respondents than the resident survey respondents. Sixty-two percent of the visitor survey respondents stated an annual household income of over \$35,000, while only 47% of the resident survey respondents fell into this category.

2.5 Disabilities

A significant number of respondents to the visitor survey stated that they themselves or someone in their travelling group had a disability which could impede their enjoyment of the Park; 11% of groups had a mobility disability, 7% a hearing disability, and 2% a visual disability. This is fairly consistent with the resident respondents, of which 9% replied that they or a member of their family have a disability that would prevent them from visiting the Park.

Suggestions which would better accommodate disabled visitors to the RMHNHP included (most notably):

- make trails wheelchair accessible, rent wheelchairs or golf carts for long walk;
- provide transportation with a guide;
- upgrade to "national standards";
- provide more benches and outside seating;
- use larger print on handouts/signs;
- louder audios/use microphones;
- provide entertainment closer to the visitor centre;
- improve lighting in the museum;
- provide handrails along the walkways.

2.6 Group Affiliation

Respondents to the visitor survey have a much stronger likelihood of being affiliated with a group or club that may have an interest in Park offerings than do the resident survey respondents. For example, 13% of the RMHNHP visitor survey respondents indicated they belonged to an historical society, while only 2% of the resident respondents replied affirmatively. Other significant organizations with which visitor survey respondents are affiliated include scouting and guiding (twice the resident average) and various recreational or naturalist/horticultural organizations.

2.7 Visitor Origin

The following chart indicates that at least half of the visitor survey respondents come from the central Alberta area around Rocky Mountain House, including Calgary, Edmonton and east to Wetaskiwin. A full 11% of the respondents come from Rocky Mountain House or nearby (Municipal District of Clearwater). The Park is also attracting a significant number of international visitors from the United States (11%) and abroad (6%).

ORIGIN OF VISITOR Visitor Survey

N=415

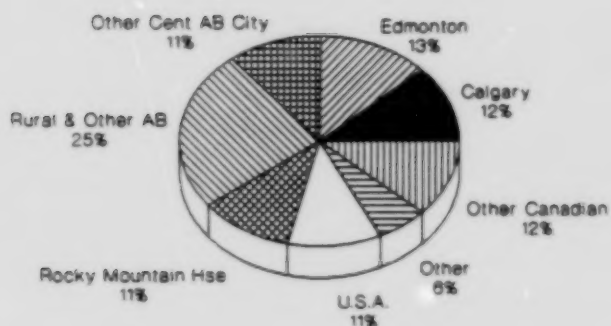


Figure 4

Respondents to the children's survey (non-school groups) were similarly distributed as the adult survey respondents in terms of location of origin. The children's tour visitors understandably were concentrated in the Red Deer, Rocky Mountain House and surrounding district areas. No children's tour groups were represented by Edmonton or Calgary locations according to the survey results.

3.0 SEGMENTATION

Segmentation of visitor groups for the RMHNHP can be considered from two perspectives:

1. Service delivery.
2. Targeted promotions.

3.1 Service Delivery Segmentation

The planning staff for the RMHNHP had identified four possible visitor activity groups from the service delivery perspective prior to the start of the project. They were described as follows:

1. Educational Group

- Here for an educational experience in an historic setting.
- Want to develop a specific skill and/or gain a new insight on a particular subject (e.g., David Thompson).
- Majority are school groups.

2. Heritage Seekers

- Majority are here to satisfy their curiosity about RMHNHP.
- Some are here to relive past experiences and history (e.g., to look at the chimneys).
- To enjoy the natural/historic setting.

3. Any or General Experience

- Here to socialize with family and friends and to be entertained.
- Many come to view and to participate in special events.
- Here for rest and relaxation.
- They are somewhat open to a heritage experience but it is not the motivator for their visit.

4. Outdoor Recreationalists

- Use Park for physical activities (jogging, walking, skiing, kayaking and canoeing).
- Some here to experience excitement, adventure and thrills.
- Some visit to enjoy activities in a natural/historic setting but many are not aware that they are in a National Historic Park and/or do not appreciate its significance.

The premise of identifying the VAG's in this way was that different visitor groups presumably are seeking different benefits or experiences from their visit.

The survey attempted to measure the validity of these group definitions through two main questions, one that asked respondents about their main motivation to visit (question 16) and one that asked about the main activities participated in while visiting the Park (question 17). Note that some of the

activities apply to multiple VAG's. Planning staff for the Park categorized the possible responses for these questions into the VAG's as follows:

1. Educational Experience

Main Motivators

- To experience education in an outdoor, historic setting.
- Personal exploration and discovery.
- To develop a particular skill through on-site demonstration.

Activities

- Interest in history.
- Historical research.
- Education/school tour presentation by Park staff.

2. Heritage Seekers

Main Motivators

- Enjoyment of nature, scenery or history.
- Relive past experience & history.

Activities

- Interest in history.
- Walk or short hike.
- Special event.
- Photo/sketch/paint.
- See the buffalo.
- Observe flora/fauna.
- Presentation by Park staff.

3. Any or General Experience

Main Motivators

- Satisfy curiosity about the Park.
- Reduce tension and stress.
- Escape from the city, noise & crowds.
- Rest and relaxation.
- Spend time with family & friends.
- Spend time reflecting & contemplating.

Activities

- Picnicking.
- Walk or short hike.
- Special event.
- Show Park to friends/relatives.
- Photo/sketch/paint.
- See the buffalo.
- Observe flora/fauna.
- Take a break from the highway.

4. Outdoor Recreationalists

Main Motivators

- Physical fitness.
- Excitement, adventure + thrills.
- Opportunity to take a risk.

Activities

- Fishing.
- Kayaking/canoeing.
- Walk or short hike.
- Picnicking.
- Photo/sketch/paint.

It is recognized that this is the first time this particular approach to defining visitor groups has been attempted by the Canadian Parks Service. As such, there are a number of difficulties in delineating the groups based on these motivators/activities because several of the motivators/activities apply to multiple groups and cannot be considered descriptive solely of any one.

For example, the most frequently stated main motivator for visitation was "for enjoyment of nature, scenery or history" (29%). This is a general statement that could encompass any of the four VAG's, but was categorized into the "heritage seeker" VAG. A further 48% of the visitor survey respondents indicated this factor was a secondary reason for visitation; i.e., 77% of the respondents were prompted to visit for the enjoyment of nature, scenery or history.

Another example in the activity listing is "take a walk or short hike". This was the main activity participated in for 28% of the visitor survey respondents, and a secondary activity for an additional 51% (total 79%). Again, this activity could apply to any VAG. Likewise, "interest in history" applies to both the educational experience and heritage seeker groups and was considered the main or secondary activity of 69% of the respondents.

Generally, the residual motivators and activities were indicated by such a small percentage of the visitor survey respondents that while more descriptive of particular VAG's, they can't be used to delineate the groups. There is too much overlap within the groups with respect to the most common motivators and activities which are non-descriptive of any one group.

Figure 5 illustrates the distribution of visitors by VAG, as defined by the main motivator or reason to visit.

VAG DISTRIBUTION

N=382 Visitor Survey

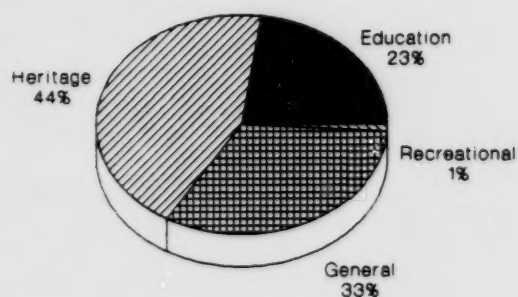


Figure 6

The table that follows compares the main and secondary motivators for each of the first three VAG's. Note that less than 1% of the total respondents were classed as "outdoor recreationalists", so this segment was not analyzed.

Motivators of Visitation to Describe VAG's

Motivator	Education (N=86)			Heritage (N=167)			General (N=127)		
	1 ⁰	2 ⁰	T	1 ⁰	2 ⁰	T	1 ⁰	2 ⁰	T
1. Experience Education	71%	15%	86%	-	41%	41%	-	35%	35%
2. Enjoy Nature/Scenery/History	-	76	76	71%	22%	93%	-	64	64
3. Relive Past	-	49	49	29%	22%	51%	-	24	24
4. Personal Exploration & Discovery	28%	24%	52%	-	31	31	-	20	20
5. Satisfy Curiosity	-	48	48	-	38	38	45%	13%	57%
6. Relieve Tension/Stress	-	6	6	-	12	12	1%	12%	13%
7. Escape From City	-	6	6	-	11	11	2%	7%	9%
8. Rest/Relaxation	-	16	16	-	27	27	13%	19%	32%
9. Time With Family/Friends	-	31	31	-	33	33	36%	17%	53%
10. Physical Fitness	-	10	10	-	10	10	-	8	8
11. Develop a Skill	1%	2%	3%	1	1	1	-	-	-
12. Excitement/Adventure/Thrills	-	3	3	-	2	2	-	8	8
13. Take a Risk	-	1	1	-	-	-	-	2	2
14. Reflect/Contemplate	-	5	5	-	10	10	3%	9%	12%

*Results indicate which of the activities should be descriptive of the various segments.

1⁰ = Primary 2⁰ = Secondary T = Total

General Observations

1. Heritage Seeker

For this segment, the most frequent motivators:

- "enjoyment of nature, scenery or history" is not a motivator unique to this segment;
- "relive past experiences and history" is equally as motivating to the educational experience group as a secondary factor;
- "to satisfy my curiosity about the Park" is shared with the any or general experience VAG.

2. Education Experience

- "Education in an outdoor historic setting" and "personal exploration or discovery" are benefits sought which are characteristic of the education experience segment.
- This segment is also characterized by "enjoyment of nature, scenery or history" and "relive past experience and history", which are descriptors of heritage seekers as well as "to satisfy my curiosity about the Park", which is considered the general experience category.
- "Spend time with family and friends" is also an important benefit sought by this group which is considered a descriptor of the general experience VAG.

3. Any or General Experience

- The main primary descriptive motivations of this group are to "satisfy my curiosity about the Park", to "spend time with friends and family", and for "rest and relaxation", all theoretically descriptors of the any or general experience category.
- When the secondary motivators are considered, the overall highest response suggests this group is motivated by enjoyment of nature/scenery/history, common to the other groups.

The three segments were also cross-tabulated by activity.

VAG by Activity

Motivator	Education (N=86)			Heritage (N=164)			General (N=2)		
	1 ^o	2 ^o	T	1 ^o	2 ^o	T	1 ^o	2 ^o	T
1. Fishing	0 %	0 %	0 %	0 %	1 %	1 %	0 %	1 %	1 %
2. Kayaking/Canoeing	1	1	2	0	0	0	1	2	3
3. Interest in History	56*	26*	82*	54*	26*	80*	21	35	56
4. Historical Research	6 *	13*	19*	0	12	12	2	9	11
5. Picnicking	1	21	22	1 *	13*	14*	6 *	10*	16*
6. Walk or Short Hike	15	64	79	27*	60*	87*	39*	37*	76*
7. Education/School Tour	13*	5 *	18*	1	2	3	1	0	1
8. Special Event	0	0	0	0 *	1 *	1 *	0 *	3 *	3 *
9. Show Park	2	9	11	8	15	23	11*	18*	29*
10. Photo/Sketch/Paint	0	14	14	1 *	11*	12*	1 *	10*	11*
11. Buffalo	0	35	35	1 *	35*	36*	2 *	35*	37*
12. Flora/Fauna	0	40	40	1 *	38*	39*	1 *	33*	34*
13. Presentation	4 *	42*	46*	4 *	29*	33*	11	33	44
14. Break from Highway	2	13	15	3	10	13	5 *	11*	16*
15. No Other	0	6	6	0	4	4	0	12	12

*Results indicate which of the activities should be descriptive of the various segments.

1^o = Primary 2^o = Secondary T = Total

General Observations

- Pursuing an "interest in history" is a valid descriptor for the educational/heritage VAG's but it is also a significant secondary reason for general experience.
- "Walk or short hike" is shared by all VAG's but is the most significant primary activity for the general experience group.

A cross-tabulation of the resident survey results (having visited or intending to visit the RMHNHP) by the various activities presented in question one of that survey revealed that past visitors and those intending to visit the Park are more likely to partake in all types of activities (i.e., day trips, camping, picnicking, outdoor recreational activities, visiting a museum or historic site - with and without tour groups - and special

events). The characteristics of the target visitor population can be considered fairly homogeneous - all enjoy and pursue recreational, general, heritage and educational related experiences at a rate greater than the total population. The gaps between the total population and the visitor population are not greater for heritage related activities than for non-heritage related activities.

Resident Survey

Activities Participated In/ Last 12 Months	Potential/ Former Visitors to RMHNHP (N=82)	Total Sample (N=405)
Overnight camping trip	59%	49%
Non-business day trip in Alberta	83	79
Picnic outside of home town/city	73	62
Outdoor river recreation	39	36
Outdoor recreational activity	85	72
Organized tour to museum		
Historic Park or Site	32	22
Visited a museum (non-tour)	54	45
Visited an Historic Park/Site (non-tour)	54	44
Attend a special Event Day	61	48

When considering the image of the Park (as determined from the resident survey), the Park is considered a site of historical interest by almost half of the respondents, and secondly, a park for nature lovers (by about 30% of respondents). Only about 10% consider it a recreational park. Unless the image of the Park is actively promoted as a site other than of historic interest, it is logical that the majority of motivators and activities participated in will match the image.

When the VAG groups were cross-tabulated with certain behaviors and satisfaction levels, no significant differences were found between the groups; i.e., all of the four visitor groups follow the same pattern of decision-making regarding their visit (whether at home, en route or when they saw the Park sign). Each group also appeared equally satisfied with their trip experience. This suggests that these groups, as defined by the RMHNHP's planning staff, behave homogeneously and, therefore, the proposed segmentation may not be practical from the perspective of understanding behaviors of specific segments and promoting the Park to them.

3.2 Segmentation by Targeted Promotions

An alternative way of considering the visitor segments may be by origin. From a marketing/promotions standpoint, this is often practical because general promotions can be targeted into specific geographic areas and different methods of promotion can be used to address visitors coming into the area from different locations (see section 6.0 on promotions). For example, out-of-province visitors are likely to be influenced by travel guides, maps, etc.; non-local, in-province visitors by general media , signs, word-of-mouth and local visitors by word-of-mouth and announcements.

The following observations can be made about visitor origin groups based on the survey data:

- Local residents (including Rocky Mountain House, Red Deer and central Alberta rural) are much more likely to be repeat visitors to the Park than are visitors from the major urban centres, and even more so than out-of-province visitors. The experiences sought by a one-time visitor are likely to be quite different than those sought by a multiple visitor.
- Local residents are more likely to preplan their trip while at home, while non-local residents are more likely to make the decision to visit while en route.

- Visitor origin groups can be characterized by the main experiences they seek (motivators), however, it may not be correct to say the reverse; for example, that heritage seekers primarily come from urban centres.

The following table cross-tabs the VAG's (as defined by the respondents' main motivators) by the visitor origin groups:

VAG by Origin

Origin	Educa- tion	Heri- tage	Experience	General Recreation
Calgary (N=48)	31%	40%	29%	-
Edmonton (N=50)	22	48	30	-
Other Central AB (N=39)	26	51	23	-
Rural AB Cities (N=95)	16	43	41	-
Rocky Mountain House (N=37)	11	38	47	3
Other (N=112)	28	44	27	1
Total (N=381)	23%	44%	33%	1%

- All visitor origin groups, with the exception of Rocky Mountain House residents, are most likely to be heritage seekers.
- Rocky Mountain House residents are more likely to be identified by the "any experience VAG" than are visitors from other locations.
- A significant number of Rocky Mountain House residents are motivated to visit because the Park presents "something to do" or "a place to show off to visitors", again supporting

the premise that this group is most likely seeking a general experience.

- Rural (central) Albertans are also more likely to be defined as "any experience" than the average, although an equal percentage are also identified as heritage seekers.
- Residents of cities in central Alberta (Leduc, Red Deer, Airdrie and Wetaskiwin) are most likely to be identified as heritage seekers, more so than the total sample average.
- Visitors from Calgary are more likely to be education seekers than the total sample, although this visitor origin group is split almost equally into the three main segments with emphasis on heritage.

The respondents were also categorized into VAG's by the activities they participated in rather than by their main motivations for visiting the Park. Considered from this perspective yields the following table:

Origin of Visitor x VAG as Defined by Main Activity

	Educa- tion	Heri- tage	Experience	General Recreation
Calgary (N=49)	65%	84%	35%	27%
Edmonton (N=53)	57	85	42	34
Other Central AB (N=44)	59	73	39	27
Rural AB Cities (N=103)	47	71	49	32
Rocky Mountain House (N=47)	19	57	66	51
Other (N=116)	58	85	39	31

- Results total more than 100% for each visitor origin group because several activities characterize more than one VAG.

All visitor origin groups, with the exception of Rocky Mountain House residents, participate in a similar mix of activities while at the Park. Emphasis is on the "heritage" related activities as defined (in rank order by most frequently mentioned) by:

	% of Total Sample
• Interest in History	40
• Walk or Short Hike	28
• Presentation by Park Staff	6
• Photography/sketching/painting	1
• See the Buffalo	1
• Observe Natural Flora/Fauna	1

Educational related activities are next most frequently pursued as the main activity while visiting the Park. These are:

	% of Total Sample
• Interest in History	40
• Presentation by Park Staff	6
• Part of an Educational or School Tour	3
• Historic Research	2

Next, the general experience activities are pursued by over one-third of the visitors from each origin group. These include:

	% of Total Sample
• Walk or Short Hike	28
• Show Park to Friends or Relatives	8
• Take a Break From the Highway	3
• Picnicking	2
• Photography/Sketching/Painting	1
• See the Buffalo	1
• Observe Natural Flora & Fauna	1

Finally, recreational activities are pursued as the main activity while at the Park by the fewest numbers of visitors overall.

	% of Total Sample
• Walk or Short Hike	28
• Kayaking/Canoeing	2
• Picnicking	2
• Fishing	1
• Photography/Sketching/Painting	1

The only departure from the average mix of main activities partaken by the visitor origin groups is by the Rocky Mountain House resident group. This group is more likely to be seeking a "general experience" activity, because this group is more likely to be showing the Park off to friends and relatives than any other visitor origin group. Rocky Mountain House residents are quite unlikely to be seeking an educational experience (unless, presumably with a school group) but, rather, partake in recreational or heritage-type activities, most notably taking walks and short hikes.

In conclusion, it is useful to segment visitors by origin and use the motivator/activity descriptors as well as certain behavioral descriptors to better understand these groups. The "message" can be matched to the "media" and tailored to each origin group in order to more effectively attract them to the Park.

It is logical that visitors coming from greater distances should be attracted by the unique historical resource offered at the

Park (i.e., heritage seekers) since they have a variety of comparable educational/recreational or general experience opportunities available to them closer to home or in other parts of the province. It is also logical that the residents closer to the Park will be attracted on a repeat basis by the recreational and general outdoor experiences offered by the Park. This group will also be attracted to revisit by special events since the Park does represent a source of local entertainment. The educational seekers, from a practical perspective, are attracted from a more local area (i.e., school groups) but for the general touring public, the educational motivator is not readily distinguishable from the heritage motivator. Therefore, sub-segments of the visitor origin groups may more practically be defined as:

1. **Visitor Origin Group.** Non-local Alberta, urban and out-of-province. Primary descriptors:
 - Heritage Education and Experience Seekers.
2. **Visitor Origin Group.** Local (i.e., one-hour radius). Primary descriptors:
 - General Experience,
 - Recreationalist,
 - Education (School Group).

4.0 TRIP CHARACTERISTICS

4.1 Visitation History

Figure 6 indicates that a significant number of the respondents to the visitor survey (about two-thirds) are first-time visitors.

VISITATION HISTORY
Visitor Survey
N=419

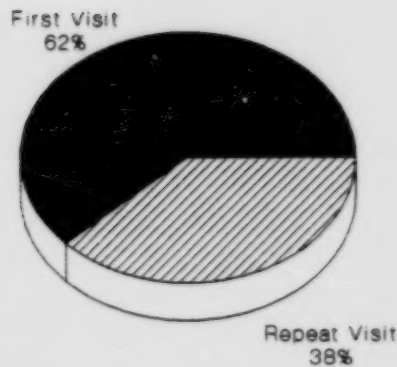


Figure 6

Of the repeat visitors, the majority have visited the Park many times. Almost half have visited at least four times previously. Only one-quarter of the repeat visitors have visited just once prior.

Fifteen percent of respondents to the resident survey indicated that they had visited the Park within the last five years.

VISITATION HISTORY Resident Survey

N-379

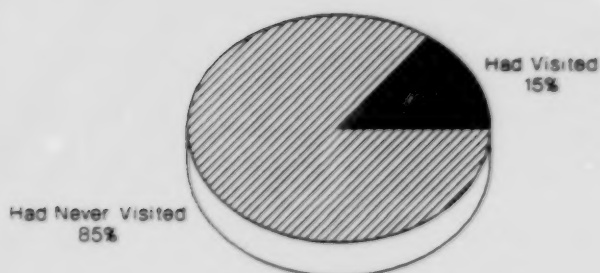


Figure 7

Half of these resident respondents who had visited the Park in the past had only done so once. Reasons for not having visited the Park by those (63 respondents) who were aware of it include "no time" or "haven't got around to it" (50% of responses), "Location" (22%), as well as a host of other reasons. Only 2% indicated the Park is not interesting enough to warrant a special trip.

Comparing the survey results for visitor origin with visitation

history reveals that residents of Rocky Mountain House and central Alberta cities are much more likely to be repeat visitors than are residents of other locations.

Percent of First-Time Visitors by Origin

Origin	First Time	Repeat
Calgary (N=48)	67%	33%
Edmonton (N=63)	68	32
Central Alberta Cities (N=44)	36	64
Other Alberta (N=104)	63	37
Rocky Mountain House (N=47)	9	91
Outside Alberta (N=118)	87	13

Likewise, repeat visitor respondents from the Rocky Mountain House area and central Alberta cities have likely visited several times in past rather than just once. In fact, all of the repeat Rocky Mountain House visitor respondents have visited at least twice in the past, with the majority (two-thirds) having visited six times or more. Upwards of 75% of repeat visitor respondents from other locations of origin have visited only once in past.

The resident survey confirms that a higher percentage of local residents have or intend to visit RMHNHP (about one-third of the residents). This drops to around 15% or less for non-local residents.

In conclusion, the survey data indicates that the resident population and those persons within an hour's drive or so of Rocky Mountain House are most likely to contribute heavy and repeat visitation.

4.2 Length of Stay

The majority of respondents to the visitor survey (82%) spent at least one hour in the Park. Nearly half spent two hours or more.

LENGTH OF STAY Visitor Survey N=414

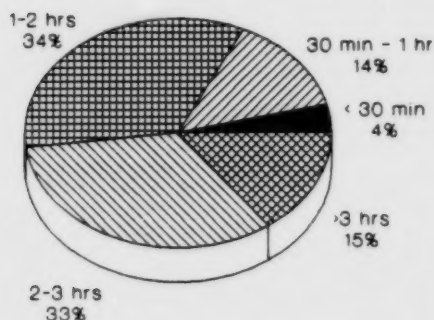


Figure 8

This distribution of length of stay is consistent regardless of visitor origin.

The key reason cited by respondents for not seeing all the attractions or participating in all the activities offered at the Park was "ran out of time" or "only planned a short visit" (60% of respondents).

4.3 Method of Transportation

The majority of visitor survey respondents (87%) arrived by private passenger vehicle, camper or truck. An additional 7% arrived by recreational vehicle. Only 2% reported arriving by bicycle or canoe/kayak (these were local residents) and none reported arriving on foot. The remainder arrived by bus.

4.4 Trip Purpose and Destination

The majority of visitor survey respondents were in the area because they were touring for pleasure (23%), on vacation (32%) or visiting family and friends in the area (12%). Significantly, 12% of the respondents came into the Rocky Mountain House area to visit the Historic Park.

RMHNHP was the only trip destination for 8% of the non-Rocky Mountain House residents and the main destination for 11% of these visitors. Nearly half of the non-Rocky Mountain House resident respondents (45%) considered their stop at RMHNHP as one of several planned stops of their trip, while the remainder (36%) had made an unplanned stop. This is significant in that over one-third of these respondents did not preplan their visit but presumably stopped in on impulse.

About one-third of the non-resident/non-RMHNHP destination visitor respondents did consider the town of Rocky Mountain House as their main destination for their trip. The remainder of these visitors appear to be touring in central Alberta while on vacation or visiting family and friends in the area and are destined for a variety of locations. Only 16% considered Banff/Jasper as the primary destination of their trip.

5.0 VISITOR EXPECTATIONS, EXPERIENCES AND NEEDS

5.1 Expectations

On the whole, the experience of the visitor survey respondents at RMHNHP met or exceeded their expectations.

EXPECTATIONS & EXPERIENCES Visitor Survey

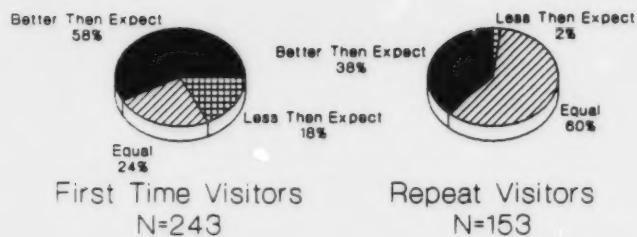


Figure 9

As would be anticipated, the expectations of repeat visitor respondents were likely to have been met by their experience at the Park.

Although the majority of first-time visitor respondents' experiences exceeded their expectations, a significant number (18%) were disappointed. The primary reasons behind the disappointments were:

- audios did not work;
- expected to see a reconstructed fort;
- buffalo were not in sight;
- little of original forts left;
- not enough demonstrations, guides, etc.

On the other hand, visitor survey respondents were pleasantly surprised at experiencing the:

- presentations and demonstrations by costumed staff;
- friendly and knowledgeable staff;
- excellent trails;
- artifacts and exhibits; and
- audio-guides (presumably in working order).

Visitor survey respondents were significantly impressed with their general experience, such that 90% stated they would return, and 96% said they would recommend the Park to friends or relatives. This is consistent with the resident survey (i.e., those who had visited in past). The children's survey respondents were equally as positive, with only 4% indicating they would not like to return.

5.2 Experiences/Activities

As discussed previously (section 3.0), the activities participated in by visitor survey respondents (in rank order) were:

- Taking a walk or short hike. (79%)
- Pursuing an interest in history. (69%)
- Observing a presentation by Park staff. (38%)
- Observing the natural flora and fauna. (37%)
- Seeing the buffalo. (35%)

Display Areas and Museum

If observed, all display areas and museums were rated as excellent to satisfactory. The most frequently observed displays were the:

- Museum displays. (81% of respondents)
- Display areas on short walk. (68% of respondents)
- Display areas on long walk. (56% of respondents)

It is apparent that most respondents did observe the museum displays, about two-thirds went on the short walk, and just over half on the long walk.

All display areas or attractions encountered on each of the walks were observed with more or less equal frequency.

Relatively speaking, the highest rated display areas include:

- the Museum;
- the Chimneys (HBC Fort Site);
- the Red River Cart;
- the Tipis; and
- the York Boat.

The lowest rated displays were:

- the Burial Ground;
- the Northwest Company Fort Site; and
- the Buffalo Paddocks.

The complaint with the latter was that the buffalo were too far away to observe.

General suggestions for improving all of the display areas include:

- provide more complete information;
- provide an artist's impression of the original site;
- rebuild the forts;
- improve labelling/signage/lighting;
- provide more artifacts;
- repair or restore artifacts.

Programs

Only about 40% of the visitor survey respondents participated in some sort of demonstration, program or observed a film or video. Demonstration by costumed Park staff was the most frequently observed program (by 43% of the respondents), while guided walks were the least frequently utilized program (16%). In all cases, the programs were rated as excellent or satisfactory (the excellent responses outnumbered the satisfactory responses by up to 3:1).

Suggestions for improving the programs were more related to having the staff available to deliver the programs than comments on the programs per se. For example, 10% of the total visitor survey respondents did not partake in the programs because they were not offered at the time of the visit.

Respondents to both the visitor and resident surveys were asked to state the methods of Park interpretation they prefer.

Sixty-five percent of the visitor survey respondents prefer "staff in period costumes demonstrating various activities". Comparatively, only 31% of the resident respondents stated that they had enjoyed an activity that involved "demonstrations by costumed staff". The visitor responses were likely influenced by their recent positive experience at the RMHNHP.

- Video and slide presentations are preferred by just over one-third of the respondents in both survey groups.
- Guided tours by uniformed staff have been particularly enjoyable for 39% of the resident respondents. Only 25% of the visitor survey respondents prefer this method of Park interpretation.
- The audio-guides (if working) are rated favorably by 53% of the visitor survey respondents, whereas only 19% of the resident respondents indicated this method, perhaps because they are least familiar with it.
- Live theatre presentations are preferred by 38% of the visitor survey respondents and about 23% of the resident respondents enjoyed this method in past.
- A surprisingly large number of visitor survey respondents (41%) said they preferred self-guided tours.

Support Materials

The signs, audio-guides and written materials/maps were used or observed by about three-quarters of all respondents.

The written materials were considered excellent (by 33% of the visitor respondents) or satisfactory (by 36% of the visitor respondents). Twenty-four percent of the visitor respondents could not comment on the materials. Recommendations include providing more complete information and improving the size and clarity of the print.

The signs were also considered excellent or satisfactory, with suggestions again to provide more complete information, larger, clearer print and more signs. Forty one percent of the visitor respondents indicated the descriptive signs about the plant life were excellent, and 24% rated them as satisfactory. Only 3% indicated these signs needed improvement and the remainder (31%) did not see them. Likewise, 43% of the visitor respondents indicated the descriptive signs about the historical sites and attractions were excellent, 34% found them satisfactory and only 5% indicated the signs were in need of improvement. Eighteen percent did not see the signs.

The audio-guides presented a real source of frustration for the visitors because they were not working properly. Seventy-six percent of the visitor survey respondents attempted to use the guides, and only half were able to do so with success. Those that were able to use them were quite satisfied.

Park Staff

As already noted, the programs delivered by Park staff were rated very highly.

Overall, respondents rated the staff as excellent on:

- Friendly and courteous. (76%)
- Ability to communicate. (68%)
- Accessibility. (60%)
- Completeness of information provided. (54%)
- Knowledge level. (53%)

In spite of the positive response to staff and programming, a number of visitors, about 10% of the total sample (i.e., 19% of the 176 respondents who provided suggestions), indicated that more staff participation, interaction and demonstrations would have made their visit more enjoyable or enticed them to stay longer.

When participants were given the hypothetical situation of allocating funds to the Park and services provided, 22% indicated it was very important to offer more presentations by Park staff, and 27% indicated it was somewhat important, while 6% said it was unimportant (44% were unable to comment). Visitors were generally unable to comment on whether more staff was needed, but for those that did, they considered the need (in terms of fund allotment) secondary to conservation, reconstruction or research.

Services

Generally, the services were well used and rated excellent to satisfactory. Excellent responses were received about 2.5 times the frequency of satisfactory responses for the parking and washroom facilities. Excellent responses were received about 1.7 times the frequency of satisfactory responses for the picnic areas. Nearly all visitor survey respondents (93%) used the parking lot, 56% utilized the picnic areas, 77% the washrooms, and only 13% the boat launch. Suggestions include providing:

- a cafeteria or snack bar with period food;
- shade trees in picnic areas/parking lot;
- washrooms along the trail;
- more picnic tables/spread them out;
- drinking water along the trail;
- barbecue pits;
- more benches;
- transportation on long walk.

Respondents were also asked to rate their level of satisfaction with various services provided by the Friends Society.

The service that visitor survey respondents were most aware of was the gift shop (59%). The location within the Visitor Centre, selection of products for sale and prices are considered satisfactory. Only 33% of the visitor survey respondents were able to comment on the selection of refreshments available for sale, and well over half of these stated the selection needs improvement. Few respondents were able to comment on the availability of strollers or children's backpacks, but those that were, indicated the quantities available were satisfactory.

5.3 Needs

In addition to the visitor service suggestions mentioned in the previous section (and specifically food service), a number of other needs or desires were expressed by respondents to the surveys.

Fort

A recurring theme throughout the survey is that respondents (both adults and children) would like to see a rebuilt fort at the Park. About 15% of the visitor survey respondents (i.e., 30% of the 176 respondents that provided suggestions) indicated (unprompted) that a replica of a working fort would have increased the enjoyment of their visit or prompted them to stay longer. Over half of the visitor respondents indicated that it was "very important" to allocate funds to such a reconstruction, and another 21% indicated it was somewhat important. These responses were matched only by the desire to allocate funds for conservation and the protection of existing sites. Over 20% of the respondents to the children's survey replied (unprompted) that the Park should have a rebuilt fort. This was their most frequent suggestion.

Topics

There is a high need among the visitor survey respondents to learn more about the Native Indian history in the Rocky Mountain House area (72% of respondents). This is supported by a few comments from respondents indicating they were disappointed about not finding Native employees/guides at the Park. Children also concur, suggesting that "real Indians in costume" be at the Park. Other topics that respondents would like to learn more about include:

- The lifestyles of the fur traders at the post. (64%)
- David Thompson exploration in the region. (54%)
- The fur trade. (52%)
- The archaeology of the site. (40%)
- The natural history of the Park. (33%)

Opening Times

Related to "needs" are the times which visitors would like to come to the Park. The resident survey respondents were asked both which seasons of the year and which days of the week they would prefer to visit.

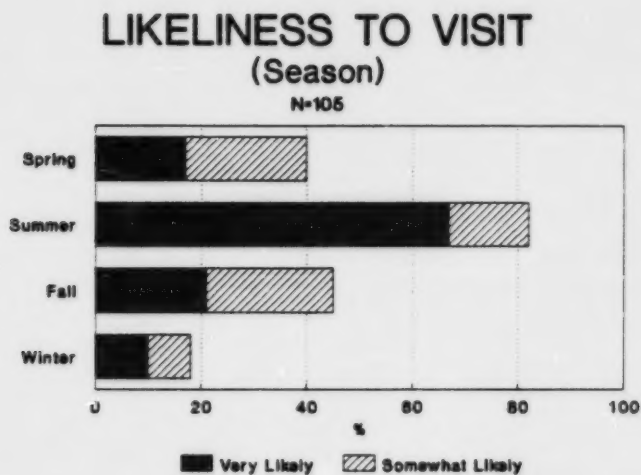


Figure 10

As would be expected, visitors would most likely visit in summer, however, about half the respondents to this question (who were generally interested in visiting the Park) were at least somewhat interested in visiting in the fall or spring. Of the respondents (N=103) who were asked whether they would visit the Park in the winter, 68% responded they were very unlikely, and 15% responded

they were somewhat unlikely to visit during that time period.

Weekends are the preferred days for visitation throughout the year. It should be noted that the Park is only open Monday to Friday from early fall through to spring. The results of the survey indicate that 60% or more of the respondents who would like to come to the Park would visit on a Saturday or Sunday. This drops to around 25% for weekdays. Therefore, if the Park is to be open year-round, consideration should be given to keeping it open on weekends or at least one day of the weekend, and closing on one or two weekdays instead.

Promotion

A requirement to induce visitation expressed by the resident respondents is simply that they be made aware of the Park and its programs through advertising. In fact, the number one suggestion from the resident respondents as to what the RMHNHP would have to offer to make them visit, return to the Park, or visit more often was "advertise" (38% of respondents). With a dramatic increase in Provincial Heritage attractions in recent years, the RMHNHP can easily be overlooked by those not aware of it. The next section deals more specifically with promotions.



6.0 PROMOTIONS

6.1 Awareness and Image

Awareness of the RMHNHP is related to the promotion carried out by the Canadian Parks Service, the local tourist zone, the Town of Rocky Mountain House, as well as through word-of-mouth from previous visitors.

The resident survey revealed that just 39% of respondents surveyed were aware of the Park. Less than half of those people (15% of the total sample) had visited the Park within the past five years.

Unprompted knowledge of the Park by those aware of it is weak. Over 60% of the respondents who were aware of the Park but had not yet visited were unable to relate any specific information about the Park. A number had heard the name only.

Frequent responses from those aware (including past visitors) who could relate some knowledge of the Park include:

- scenery/nice park/nature/wildlife;
- fur trading fort/voyageurs;
- walking paths/hiking trails;
- camping.

Only a small handful of participants were able to relate such specifics as:

- audio-visual presentations;
- Indian artifacts;
- history
- river;
- picnic area;
- buffalo, etc.

Respondents to the resident survey were asked: "Which of the following best describes the RMHNHP for you?"

N=127

A park for nature lovers	27%
A sports or recreational site	9
An outdoor picnic area	8
A site of historical interest	42
Other	14

There was no significant difference in response to this question between those who had visited the Park and those who were aware of it but had not visited.

6.2 Decision Process

A surprisingly small number (33%) of respondents to the visitor survey preplanned their visit before leaving home.

DECISION TO VISIT Visitor Survey

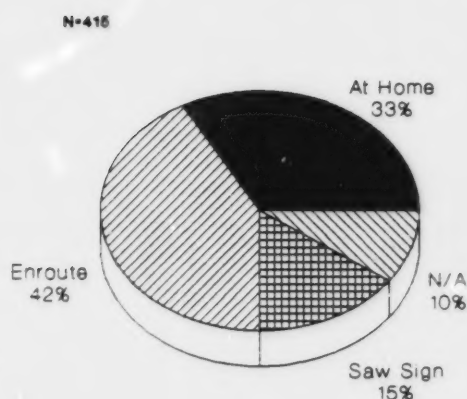


Figure 11

Over half of the respondents made their decision to visit while en route or when they saw the Park sign indicating that promotions geared to the travelling public are quite effective.

Local residents are likely to preplan their visit to the RMHNHP while at home. Likely, for this group, the Park is a single or main destination point for day travel.

Residents of Calgary, Edmonton and other parts of Alberta are most likely to make their decision to visit the Park while en route (about half of the respondents), suggesting that this group is touring about, has other main destinations in mind and includes the Park in their itinerary as they are made aware of it. A significant percentage of this visitor origin group (one-quarter to one-third) preplan their visit before leaving home, again suggestive of day or short duration visits.

The majority of out-of-Alberta respondents to the visitor survey made their decision to visit the Park while en route.

6.3 Information Sources Used

The top three sources of information which were used to initially inform the public about the Park are:

	Visitor Survey N=408	Resident Survey N=146*
1. Word-of-Mouth (friend/family)	32%	46%
2. Highway or Road Sign	23	10
3. Visitor or Travel Guide	10	3

*Respondents who were aware of the RMHNHP.

Brochures were also an important source for 9% of the resident respondents who were aware of the Park. This compares to only 6% of the visitor survey respondents.

A possible reason for the low use of brochures is that the RMHNHP management indicated that insufficient brochures were available for distribution in 1990, and that unless Travel Information Centres had stockpiles of brochures from previous years, brochures wouldn't have been distributed. This may also have contributed to the lower visitation this year. Nevertheless, brochures represent a fairly insignificant means of initially informing potential visitors about the Park.

Visitor origin segments from the visitor survey were analyzed for primary information sources used to inform them about the Park.

Origin of Visitor x Information Source First Used

		Word-of Mouth	Recommend by Local Business	Signage	Brochure	Travel Info Centre	Travel Guide	All Other
Calgary	N=49	31%	2%	29%	6%	6%	6%	20%
Edmonton	N=52	27	2	37	18	4	8	13
Central Alberta Cities	N=43	35	0	21	9	-	7	28
Other Alberta	N=104	39	2	23	2	9	7	18
Rocky Mountain House	N=44	39	0	14	5	7	2	34
Outside Alberta	N=117	26	5	18	9	9	21	13
Total	N=429	32	2	23	6	7	11	19

Consistent with the total sample, all visitor origin segments first learned of the RMHNHP by word-of-mouth as their primary source...about one-third of all respondents. Local residents (Rocky Mountain House residents and other Alberta residents, many of which are rural) were more likely to have used this means than the average of the respondents. Rocky Mountain House resident respondents were also much less reliant on the second most frequently mentioned source of information...signage. Rocky Mountain House resident respondents were likely to have "always known about the Park", having grown up in the area. Signage was at least as important, if not more so, than word-of-mouth for Calgary and Edmonton residents. Visitor respondents residing outside of Alberta, while influenced by word-of-mouth, were also very likely to have learned of the RMHNHP through visitor travel guides.

Other Sources Used

Respondents were also asked to indicate other helpful sources of information about the Park. With the exception of word-of-mouth, the supplementary sources of information were the same as the main source. The most significant of these were:

Highway or Road Signs	25%
Brochures	13
Visitor or Travel Guide	12
Tourist Information Centre	9

Non-Alberta resident respondents were most likely to use road maps as a supplemental source of information, while newspapers were used more often by visitor respondents originating from Calgary and Rocky Mountain House than by the other visitor origin groups. There was very low mention/ recall of other helpful sources of information by the resident survey respondents, consistent with the low awareness of the Park expressed by these survey respondents.

6.4 Information Needs and Suggestions

The significant reliance on Highway/Road Signs (57% of the visitor survey respondents used this source) corresponds to the fairly large number of visitors who decided to visit while en route or when they saw the signs.

In spite of this reliance on signs, improved signage was the number one recommendation respondents had to the visitor survey for improving Park promotions. Twenty-three percent of the respondents who had provided suggestions on Park promotions indicated there should be more signs and they should be clearer. Signage directing visitors into the south gate is known to be particularly weak.

While information about the Park and its services is generally adequate (72% of the visitor survey respondents were able to obtain the required information either prior to their trip, en route or at the Park), again, directions to the Park were among the most often cited deficiency in the information provided.

Other suggestions for improving Park promotions include:

- TV, radio and newspapers in southern Alberta (e.g., public service announcements);
- promote in nearby towns and campgrounds;

- promote as a National Site/provide brochures at other National Parks;
- promote through local business (posters, etc.);
- highlight on local area maps;
- produce a documentary or feature story;
- promote through special interest groups (canoe clubs, seniors, etc.);
- sell promotional items such as T-shirts, pens, etc.;
- promote recreational use in winter;
- promote at border crossings and in border states;
- coordinate with the Stampede and Klondike Days.



7.0 FEES

Respondents to both the visitor and resident surveys were asked to state whether they expected to pay an entrance fee at a National Historic Park.

Are Entrance Fees at a National Historic Park Expected?

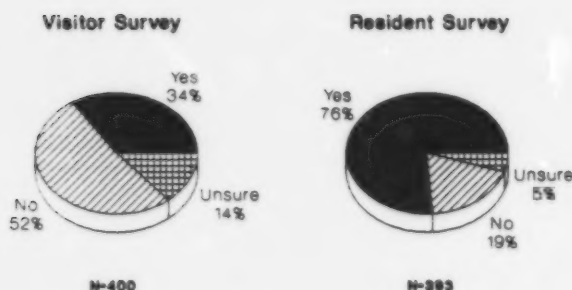


Figure 12

Interestingly, visitor survey respondents tended not to expect to pay an entrance fee, while the resident survey respondents did expect an entrance fee to be charged. This could be because the visitor survey respondents were influenced by their recent experience at the Park where they were not charged a fee.

These results also raise the question that if the "free" status of the National Historic Parks were promoted, would non-visitors be enticed to come?

Respondents to both surveys were also asked to rate the appropriateness of a number of proposed entrance fees.

Again, the resident survey respondents reacted more positively to the questions than did the visitor survey respondents.

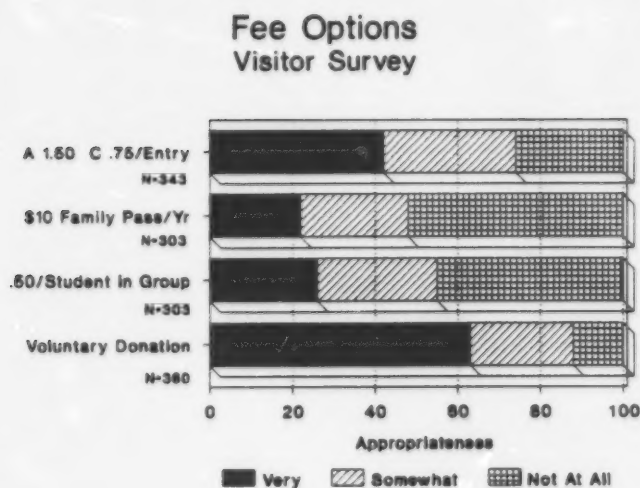


Figure 13

Fee Options Resident Survey

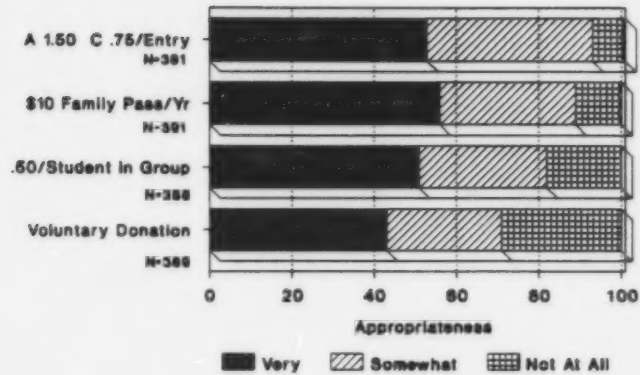


Figure 14

1. \$1.50/Adult; \$.75/Child Per Entry

This proposed fee is considered very or somewhat appropriate by 74% of the visitor survey respondents, and 93% of the resident respondents.

2. Family Pass @ \$10 Per Year

This fee is generally considered not appropriate by visitor survey respondents, perhaps because many of the respondents would not attend more than one time per year and this pass would be more than double the cost of two visits (in #1.) for an average family of four. Again, the resident respondents reacted favorably to this option, with only 11%

responding that the fee was not at all appropriate.

3. \$.50/Child/Entry for School Groups

Visitor survey respondents were mixed on the appropriateness of this option. Just over 50% replied that the fee was very or somewhat appropriate, while just under 50% felt it was not appropriate at all. The resident respondents reacted favorably to the proposed fee.

4. Voluntary Donation

Visitor survey respondents were very positive about the appropriateness of the voluntary donation. Only 12% felt a donation was inappropriate. The resident group was quite mixed on this option.

Cross-tabulations of the expectation to pay or not pay an entrance fee and the various fee options were calculated against income level. No significant differences in expectation were found with respect to the various income categories.

In summary, there is really no conclusive direction as to whether fees should be implemented or not. The experience of the visitor survey respondents suggests that fees should not be imposed, however, the general opinion of the resident population in central Alberta seems to indicate that fees are expected.

General respondent comments on the fee issue which should be considered include:

- National Park Pass should cover the admission fee.
- Would not pay an admission fee.
- Admission fee proposals are too low.
- Admission fee would be justified if the Park was more developed (or admission fee could justify the development).
In this case, reconstruction of a Fort was suggested as part of the development.

The issue of fees may be of particular concern among local residents, an important visitor segment for the Park. Seventy-two percent of visitor survey respondents who are Rocky Mountain House residents would not expect to pay an entrance fee, as compared to 52% of the total visitor survey respondents.



8.0 ECONOMIC IMPACT

Respondents to the visitor survey were asked a number of questions regarding their activities, use of accommodation and food services while in the Rocky Mountain House area. The design of these questions was approved by the Socio-Economic Branch of the Canadian Parks Service and it is understood that modelling techniques will be applied to determine visitor expenditure levels.

For the purposes of the following analysis, total annual visitation has been estimated at 30,000 persons:

- Eleven percent of the visitor survey respondents were Rocky Mountain House residents.
- For 64% of the non-Rocky Mountain House resident respondents, their visit to the Park was their only destination, their main destination or one of several planned destinations of their trip.
- Twenty-five percent of the non-Rocky Mountain House resident visitors to the Park would not have stopped in the Rocky Mountain House area if it were not for the Park.

8.1 Accommodation

- Twenty-five percent of the visitor survey respondents that were non-Rocky Mountain House (RMH) residents were day visitors; 75% were on an overnight or longer trip.
- Those visitors not on day trips stay an average of 4.1 days each in the RMH area.
- Sixteen percent of visitor survey respondents that are on an overnight or longer trip, stay in hotel/motel accommodation an average of 1.9 nights each.
- Forty-three percent of the visitor survey respondents that are on an overnight or longer trip, stay with family and friends in the area an average of 4.9 nights.
- Forty-three percent of the visitor survey respondents that are on an overnight or longer trip, stay in nearby provincial campgrounds an average of 3.1 nights.
- Finally, 59% of the total overnight respondents stay in the town of RMH, which likely accounts for the majority of hotel/motel usage attributed to visitors. The remainder are staying in a variety of locations in and around RMH, including Nordegg, Caroline, local campgrounds or private homes.

8.2 Meals

Visitor survey respondents originating from locations other than Rocky Mountain House contribute to the local economy by consuming meals in restaurants or purchasing food at local grocery stores.

- 191 respondents surveyed reported purchasing an average of 2.2 meals in restaurants in the Rocky Mountain House area during their stay. This translates to 1.1 meals for every non-resident respondent.
- 97 respondents reported purchasing an average of 8.2 meals in grocery stores in the Rocky Mountain House area during their stay. This translates to 2.2 meals for every non-resident respondent.

8.3 Activities

In addition to various recreational activities, 30% of the visitor survey respondents that were not originating from Rocky Mountain House shopped while in the area. While much of this shopping may have involved grocery items, shopping may also have included other hard goods and services.

Only 4% of the non-resident visitor survey respondents reported attending the Farmers' Market in Rocky Mountain House. Other revenue-generating activities which visitors may also participate in include golf, trail riding and the Rocky Rodeo.

9.0 CONCLUSIONS & RECOMMENDATIONS

1. Segmentation of visitor groups is most practically accomplished on a geographic origin basis. Promotions and marketing can be directed to these origin groups to attract them into the Park, given their needs, motivators to visit, activities pursued and trip decision behaviors. Once the visitors have arrived at the Park, services can be delivered from the perspective of benefits sought or activity pursued. A possible segmentation grid could appear as follows:

Visitor Origin	Motivator/Activity		
	Heritage Education/ Experience	Education School Group)	General
Rocky Mountain House	L	H	H
Central AB (Rural, Red Deer)	M	H	H
Calgary/Edmonton	H	L	L
Other Alberta	H	L	L
Outside Alberta	H	O	O
H = High Potential M = Mid-Potential L = Low Potential O = No Potential			

2. The most significant barrier to visitation is lack of awareness of the Park and what is offered there. Improved and directed promotions are required to achieve the visitation potential. The Park generally has an image of being a site of historical interest in an outdoor (natural) setting. If visitation is to be expanded, the image of a site for outdoor recreational activities and general

experience should also be promoted. With the increase in day-trip options and attractions of a heritage/cultural theme, effective promotions will be even more important in order to capture market share of the touring public.

3. Only about one-third of the visitors preplan their trip before leaving home. According to the survey data, local residents are more likely to preplan their trip and consider the Park a destination point for a day trip. Visitors from farther afield are more likely to make their decision en route, and the Park is not the primary destination of their trip. This information has implications for effectively promoting the Park to the various visitor origin groups. Signage in particular is in need of improvement.
4. The staff delivery of interpretive programs currently appears to be satisfactory. Emphasis on interpretive programming should be continued with special programs geared to various age groups and topic areas. With hourly tracking of visitation flows now available, the programming should be geared to peak visitation times. These times should be clearly posted at the visitor centre, parking lot and demonstration areas.

5. There is an expressed need for more interpretation of Native history and Native involvement in program delivery at the Park.
6. While the facilities (demonstration and display areas) are generally considered satisfactory, there is strong support for recreating a fort at the Park. Respondents indicate that they generally expected to find a fort at the site, they would be encouraged to visit if there were a fort, and/or they would extend their visit.
7. There is a need for a food service area at the Park. Consideration could be given to having a contracted caterer operating a cafeteria or concession or perhaps allowing the Friends Society to operate such a facility. The availability of such a facility may stimulate local use of the visitor centre for special events, meetings, and receptions, particularly in the off-season. A feasibility study should be conducted to determine the viability of the venture and reaction of local restaurateurs to the concept.
8. Winter opening times do not match potential visitor needs. If the Park is to be open in winter, consideration should be given to weekend opening. The Park should be promoted for outdoor winter recreation use (cross-country skiing, skating, and snowshoeing).

Winter weekend openings could also provide an opportunity for interpretation of the harsh conditions under which the fur traders lived and the activities they may have partaken in on cold winter evenings. There may be an opportunity to promote special events at the Park on a seasonal theme (e.g., a Fur Trader's Christmas).

9. Improved access and increased services should be offered to address the needs of the disabled.
10. At best, the survey results are mixed on whether fees should be charged or not. While the non-visitor respondents expect to pay an entrance fee and consider the fee options presented as acceptable, visitor survey respondents do not concur. Perhaps the resident respondents were replying on the basis of their experience at National Parks - with only one National Historic Park in Alberta, these respondents have a limited frame of reference on which to reply. The imposition of fees may be a particularly sensitive issue for local resident users of the Park. There is no income sensitivity relative to either positive or negative responses to the fee questions. Imposition of fees should be considered in light of:
 - whether or not fees are charged in future for sites operated by Alberta Culture and Multiculturalism (currently no fees are charged);

- whether further development is pursued at the Park (i.e., a rebuilt fort);
- fee decisions relative to the National Parks system as a whole.

Appendix 1
Visitor Survey Results



ROCKY MOUNTAIN HOUSE NATIONAL HISTORIC PARK VISITOR SURVEY R E S U L T S

Exit Location		Month		Exit time	
Main Gate	92%	May	4%	Noon (12-2pm)	9%
South Gate	3%	June	8%	Afternoon (2-6 pm)	76%
Tour Bus	5%	July	25%	Evening (6-8pm)	15%
		Aug.	58%		
		Sept.	6%		

[PLEASE CIRCLE THE NUMBER THAT CORRESPONDS TO YOUR ANSWER FOR EACH QUESTION OR FILL IN THE BLANK; PLEASE BE SURE TO ANSWER THE FRONT & BACK OF EACH PAGE.]

ABOUT YOUR TRIP TODAY:

1. Is this your first visit to Rocky Mountain House (RMH) National Historic Park?

N=419

62% Yes [GO TO QUESTION 3]
38 No

2. How many times have you visited RMH National Historic Park before?

N=164

25% 1
27 2-3
15 4-5
33 6 or More

3. How much time did you spend at the RMH National Historic Park today?

N=414

4% less than 30 minutes
14 30 minutes or more but less than 1 hour
34 1 hour or more but less than 2 hours
33 2 hours or more but less than 3 hours
15 3 hours or more

4. What type of vehicle did you use to come to the Park today? [CIRCLE ONE NUMBER]

N=416

- None (on foot)
71% Car/Van
4 Bus
16 Truck/Camper
7 Recreational Vehicle (RV)
1 Bicycle
1 Canoe/Kayak
- Other (please specify) _____

5. When did you or your travelling group make the decision to visit the RMH National Historic Park?
[CIRCLE ONE NUMBER]

N=415

33% Before you set out on your trip from home
42 En route during your journey or at a stop along the way
15 When you saw the Park sign
10 Doesn't apply - came with friends/relatives who reside in the area

6. What is your permanent place of residence?
N=415

Municipality		Province/State		Country	
Calgary	12%	Alberta	71%	Canada	83%
Edmonton	13	Other Canadian	12	U.S.	11
Red Deer/Wetaskiwin,		U.S.	11	Other	6
Airdrie or Leduc	11	Other	6		
Rural & Other Alberta	25				
Rocky Mountain House	11				
Outside Alberta	28				

You will be asked to refer to the map below while answering several of the questions in this survey. The map defines the Rocky Mountain House area which includes the towns and campgrounds located within the circle on this map.

7. What is your main reason for being in the Rocky Mountain House area today? [PLEASE REFER TO THE ABOVE MAP AND CIRCLE ONE NUMBER ONLY WHICH CORRESPONDS TO YOUR MAIN REASON.]

N=412

23%	Pleasure (sightseeing, recreational)	
32	On a vacation/holiday	
12	Visiting family or friends	
5	Business	
1	For a sporting event (i.e., baseball game)	
12	To visit RMH National Historic Park	
11	I live in the Rocky Mountain House area	[GO TO QUESTION 16]
4	Other	

8. Was today's visit to the RMH National Historic Park: [CIRCLE ONE NUMBER]

N=361

8%	the only destination of your trip?	[GO TO QUESTION 10]
11	the main destination of your trip?	[GO TO QUESTION 10]
45	one of several planned stops of your trip?	
36	an unplanned stop?	

9. If RMH National Historic Park was one of several stops or was an unplanned stop, what was the main destination of your trip? [CIRCLE ONE NUMBER]

N=297

32%	Rocky Mountain House
2	Red Deer
16	Banff/Jasper
50	Other

10. If it were not for RMH National Historic Park, would you still have stopped in the Rocky Mountain House area today? (Please refer again to the map on page 2.)

N=360

64%	Yes
25	No
7	Uncertain
4	Doesn't apply, RMH National Historic Park is my only destination today

11. Which of the following best describes the duration of your trip away from home?

N=360

25%	Less than one day, no nights away	[GO TO QUESTION 15]
75	One night away or more	

12. How many days in total will you spend in the Rocky Mountain House area during your entire trip? Please, again, refer to the map on page 2. (Doesn't include respondents visiting less than 1 day.)

N=260

Number of Day(s) = 4.1 (Average)

37%	1
22	2
13	3
7	4
21	<4

13. Please indicate the number of nights you will be using each type of accommodation while staying in the Rocky Mountain House area this trip?

	Number of Nights (Average)
N=36 Hotel/motel	1.9
N=44 Family/friends' house	4.9
N=97 Provincial campground	3.1
- Bed and breakfast in private home	-
N=47 Other, please specify	7.4

14. What is the name of the town or village you are staying in or nearest to while visiting the Rocky Mountain House area? [CIRCLE ALL THAT APPLY]

N=249

59%	Rocky Mountain House
18	Nordegg
3	Caroline
-	Eckville
25	Other

15. Please indicate the number of meals, of each type, you consumed while visiting the Rocky Mountain House area this trip.

	Number of Meals (Average)
N=191	
Meal(s) purchased in a restaurant in the Rocky Mountain House area	2.2
N=97	
Meal(s) purchased in a grocery in the Rocky Mountain House area	8.2
N=159	
Meal(s) brought from home	5.0

WHY DID YOU COME?

16. What prompted your visit to the RMH National Historic Park today?

[CIRCLE ONE NUMBER IN THE FIRST COLUMN THAT CORRESPONDS TO YOUR MAIN REASON FOR VISITING TODAY. IN THE SECOND COLUMN, CIRCLE THE NUMBERS THAT CORRESPOND TO ALL OTHER REASONS FOR YOUR VISIT TODAY.]

	N=411	N=411
	Main reason	Other reasons
	for visiting	for visiting the
	the Park today	Park today (Circle
	[Circle 1 no. only]	all that apply]
To experience education in an outdoor, historic setting.....	15%	34%
For enjoyment of nature, scenery or history.....	29	48
To relive past experiences and history.....	12	28
For personal exploration or discovery.....	6	24
To satisfy my curiosity about the Park.....	14	30
To reduce tension and stress.....	7	10
To escape from the city, noise and crowds.....	1	9
For rest and relaxation.....	4	21
To spend time with family and/or friends.....	11	27
For physical fitness.....	1	10
To develop a particular skill through on-site demonstration.....	1	1
For excitement, adventure and thrills.....	7	3
For the opportunity to take a risk.....	7	1
To spend time reflecting and contemplating.....	1	8
Other (please specify).....	7	3
No Other.....	-	11

WHAT DID YOU DO?

17. Please indicate the activities you participated in at the RMH National Historic Park today.

[CIRCLE ONE NUMBER IN THE FIRST COLUMN THAT CORRESPONDS TO THE MAIN ACTIVITY OR PURPOSE OF YOUR VISIT TO THE PARK TODAY. IN THE SECOND COLUMN, CIRCLE THE NUMBERS THAT CORRESPOND TO ALL OTHER ACTIVITIES PARTICIPATED IN TODAY.]

	Main Activities	Other Activities
	participated in	participated in
	at the Park today	at the Park today
	[Circle 1 no. only]	[Circle all that apply]
N=413		
Fishing.....	1%	1%
Kayaking/Canoeing.....	2	1
Interest in History.....	40	29
Historical Research.....	2	11
Picnicking.....	2	14
Walk or Short Hike.....	28	51
Part of Educational/School Tour.....	3	2
Attend Special Event (i.e.,		
Canada Day, Parks Day,		
Fur Trade Night).....	0	1
Show Park to Friends/Relatives.....	8	15
Photography/Sketching/Painting.....	1	11
See the Buffalo.....	1	34
Observe Natural Flora/Fauna		
(including birds).....	1	36
Presentation by Park Staff.....	6	32
Take a break from the Highway.....	3	11
Other.....	2	3
No Other.....	-	8

18. What other activities have you undertaken or will undertake while in the Rocky Mountain House area but outside the Park during this trip? [PLEASE REFER AGAIN TO THE MAP ON PAGE 2 AND CIRCLE ALL NUMBERS THAT APPLY]

N=350

- 30% Shopping
- 38 Camping
- 23 Hiking/Swimming/Biking
- 5 Boating/Canoeing/Kayaking
- 8 Fishing/Hunting
- 15 Rocky Mountain House Museum
- 3 Golf
- 3 Trail-riding
- 0 Trade Fair
- 1 Rocky Rodeo
- 2 David Thompson Days
- 0 Canada Day Celebrations
- 4 Farmers' Market
- 1 Sports Events (baseball, curling, etc.)
- 20 Other (please specify)
- 26 No other activities outside of visiting the RMH National Historic Park

YOUR EXPECTATIONS ABOUT THE PARK:

19. What statement best describes you? [CIRCLE ONE NUMBER]

N=396

- 50% My experience at RMH National Historic Park today was better than what I had expected before arriving.
- 38 My experience at RMH National Historic Park today was just what I had expected before arriving.
- 12 My experience at RMH National Historic Park today was less than what I had expected.

20. What were you pleasantly surprised about finding or experiencing at RMH National Historic Park that you did not expect?

N=290

- 35% Presentations and demonstrations, costumes.
- 16 Staff friendly and knowledgeable.
- 15 Excellent trails.
- 12 Artifacts and exhibits.
- 12 Audio-guides.
- 8 Expansion of Park.
- 8 Buffalo.
- 8 Live theatre.
- 6 General upkeep.
- 6 History brought to life.
- 5 Beautiful scenery.
- 5 Foundations of original forts.
- 5 Quality of information available.
- 4 Videos.
- 4 Wild animals and flowers.
- 3 Audience participation.
- 3 Labelled flora and fauna.
- 2 Riddle contest.
- 2 River.
- 1 Good weather.
- 8 Other.

21. What were you disappointed about not finding or experiencing at RMH National Historic Park that you did expect before arriving?

N=191

28% Audios would not work.
25 Reconstructed fort.
12 Buffalo were not in sight.
10 Little of original forts left.
10 Not enough demonstrations, guides, etc.
6 More complete history.
4 Poor weather conditions.
4 Paths marked clearer.
4 More "hands-on" activities.
3 Not enough staff.
3 Map difficult to read.
3 Larger museum.
2 Native employees.
1 Restaurant.
1 "Working" fort.
1 Mosquitoes.
17 Other.

ABOUT YOUR PARK EXPERIENCE:

22. Please rate your impression of each of the attractions, facilities and services you experienced or saw while visiting RMH National Historic Park. [CIRCLE ONE NUMBER IN EACH LINE OR '0' IF YOU DID NOT SEE OR USE THE ATTRACTION, FACILITY OR SERVICE.]

	Can't Comment Did Not See/Use	Excellent	Satisfactory	Needs Improvement
N=420				
Museum displays.....	19%	48%	30%	3%
Film/Video in visitor centre.....	67	18	12	3
Brochures/maps/written material.....	24	33	36	7
Audio Guides located on the short and long walks.....	24	23	16	38
Descriptive signs about plant life.....	31	41	24	3
Descriptive signs about the historical sites & attractions.....	18	43	34	5
Display Areas: Short Walk				
- Burial Ground.....	37	27	33	3
- Red River Cart.....	37	34	27	2
- Fur Press.....	39	30	29	3
- Hudson Bay Company, RMH Fort Site (chimneys).....	32	36	26	6
Display Areas: Long Walk				
- Demonstration Area (Tipis).....	44	33	21	2
- York Boat.....	46	30	21	2
- Buffalo Paddocks.....	52	20	23	5
- Northwest Company Fort Site (outlined by impressions in the ground).....	46	21	26	8
- Hudson's Bay Company Acton House Fort Site (outlined by timbers).....	47	26	23	5
Services				
- Parking.....	7	65	27	1
- Picnic area.....	44	33	20	3
- Washrooms.....	23	54	21	2
- Boat launch.....	87	6	7	-
Interpretive Programs				
- Theatre program.....	59	28	11	1
- Guided walk.....	84	10	5	1
- Demonstration by costumed Park staff.....	57	30	11	2
- Specific program designed for your group.....	91	6	2	1

23. What specific suggestions do you have for improving any of the attractions and information sources that you circled a '3' for in question 22? [PLEASE WRITE DOWN WHICH ITEM YOU ARE REFERRING TO.]

Attraction/Facility or Service & Suggestions for Improvement

(Number of Responses)

Museum Displays

- (6) More complete information
- (5) Better labelling
- (4) More artifacts
- (3) Artist's impression of original site
- (3) Better lighting
- (2) Rough floor hard to walk on
- (2) Larger, clear print

Film/Video in Visitor Centre

- (7) Visitor activated or regular times posted
- (6) Ensure they operate
- (5) More complete information
- (3) Good overview film needed; big screen presentation
- (2) Not enough of them

Brochures/Maps/Written Material

- (14) More complete information
- (10) Larger, clear print
- (6) Better labelling
- (3) Not enough of them

Audio-Guides

- (145) Ensure they operate
- (16) More complete information
- (8) Better labelling
- (5) Staff unavailable (to assist)
- (4) Larger, clear print

Descriptive Signs About Plant Life

- (6) More complete information

Descriptive Signs About Historical Sites & Attractions

- (10) More complete information
- (4) Larger, clear print
- (3) Artist's impression of original site
- (3) Not enough of them

Display Areas - Short Walk:

1. Burial Ground

- (9) More complete information
- (3) Didn't capture interest or curiosity

2. Red River Cart

- (5) More complete information
- (2) Better maintenance
- (2) Repair or restore

3. Fur Press

- (2) Repair or restore
- (2) More complete information
- (2) Better maintenance

4. Chimneys

- (13) Rebuild fort
- (10) More complete information
- (3) Artist's impression of original site
- (2) Better labelling
- (2) Didn't capture interest or curiosity
- (2) Staff unavailable or unenthusiastic

Display Areas - Long Walk:

1. Demonstration Area (Tipis)

- (2) More complete information
- (2) More artifacts

2. York Boat

- (4) More complete information
- (2) Better maintenance
- (2) Staff unavailable or unenthusiastic

3. Buffalo Paddocks

- (10) Bring them or us closer
- (2) Shade trees

4. Northwest Co. Fort Site

- (21) Rebuild fort
- (8) More complete information
- (4) Artist's impression of original site
- (3) Shade trees
- (3) More artifacts
- (2) Larger, clear print
- (2) Repair or restore
- (2) Staff unavailable or unenthusiastic

5. HBC Acton House

- (23) Regild fort
- (3) More information
- (2) Larger, clear print
- (2) Artist's impression of original site

Parking

- (5) Shade trees

Picnic Area

- (11) Shade trees
- (2) Not enough of them
- (2) Too close together

Washrooms

- (4) Should be along trail

Boat Launch

(No suggestions)

Interpretive Program:

1. Theatre

(No suggestions)

2. Guided Walk

- (4) Staff unavailable or unenthusiastic
- (2) More complete information
- (2) Better maintenance

3. Demonstration by Costumed Staff

- (8) Staff unavailable or unenthusiastic
- (3) More staff, costumed demonstrations

4. Specific Program Designed for Group

- (2) Guide did not allow adequate time

24. What was the main reason you did not see all the attractions or participate in all the activities listed in question 22? [CIRCLE ONE NUMBER]

N=393

- 30% Ran out of time
- 7 Didn't know about them
- 10 Presentations/demonstrations by Park staff were not offered when we visited
- 30 Only planned a short visit
- 5 They didn't interest me
- 9 Poor weather conditions
- 3 Was unable to do so because of a disability
- 6 Other (please specify)

25. Do you have any suggestions and/or comments on what additional services, facilities, displays or programs you would like to find in the RMH National Historic Park which would make your visit more enjoyable or cause you to stay longer at the Park?

N=409

43% Yes
57 No

Which one(s)?

N=176

30% Replica of fort, "working" fort.
19 More staff participation, interaction, demonstrations.
15 Cafeteria or snack bar, period food.
7 Transportation on long walk.
6 More historical information.
5 More native involvement, historical information.
5 More "hands-on" activities.
5 Camping.
5 Clearer signs on paths.
5 Larger museum.
5 More artifacts, displays along trails.
4 List in visitors' centre what is available in the Park.
4 Washrooms along long walk, larger.
4 Barbecue pits in picnic area, drinking water, shelter.
4 Regularly scheduled events, times promoted in town.
3 Fort-style playground.
3 Better maintained trails.
3 Coordinate brochure numbers with the trail.
2 Drinking water along trails.
2 Longer hours in the summer.
2 River ride in York boat.
2 More benches, closer to audio guides.
2 More staff.
2 More shade.
2 Better maps at sites and Park entrance.
1 Clearer road signs at Park turn-off.
1 Activities for small children.
10 Other.

26. Please rate your impression of the Park staff?

	Unable to Comment	Excellent	Satisfactory	Needs Improvement
N=420				
Completeness of information provided.....	18%	54%	24%	4%
Knowledge level of staff.....	24	53	21	1
Accessibility of staff.....	15	60	21	5
Courtesy.....	9	76	15	1
Friendliness.....	8	76	15	1
Ability to communicate.....	11	68	20	1

27. Given a choice, which of the following methods of Park interpretation would you prefer?
[CIRCLE ALL THAT APPLY]

N=408

65% Staff in period costumes demonstrating various activities
25 Tour with a uniformed guide
53 Audio guides (display boards situated throughout the Park with tape-recorded messages)
38 Live theatre presentation
36 Viewing a video or slide presentation about the Park
41 I'd rather tour the Park by myself
4 Other (please specify)
2 Don't know/no opinion

28. What topics would you like to learn more about at the RMH National Historic Park? [CIRCLE ALL THAT APPLY]

N=390

72% Native Indian history in the Rocky Mountain House area
 54 The David Thompson explorations in the region
 52 The fur trade at Rocky Mountain House
 64 The lifestyles of the fur traders at the Post
 40 The archaeology of the site
 33 The natural history (plants and animals at the Park)
 3 Other (please specify)

29. If you used any of the services or made purchases at the Park, please rate your level of satisfaction by circling one number per line.

	Unable to Comment	Excellent	Satis- factory	Needs Improvement
N=420				
Location of shop inside visitor centre	41%	26%	31%	2%
Selection of souvenirs, books & items for sale in store	48	13	31	8
Selection of refreshments available for sale	67	1	12	20
Shop prices	63	4	30	4
Number of adult's & children's strollers available	84	3	13	-
Number of children's backpack carriers available	96	1	2	1

ABOUT PARK PROMOTIONS AND INFORMATION:

30. How did you first learn about RMH National Historic Park? [CIRCLE 1 NUMBER ONLY IN THE FIRST COLUMN.] And what other sources of information about the Park have been particularly helpful in informing you about the Park? [CIRCLE ALL APPROPRIATE NUMBERS IN COLUMN 2]

	First Learned (Circle 1 number only)	Other Helpful Sources (Circle all that apply)
N=408		
Word-of-Mouth (friend/family).....	32%	8%
Recommendation by Local Business in the Rocky Mountain House area.....	3	4
Highway or Road Signs.....	23	25
Brochure.....	6	13
Tourist Information Centre (Where? _____).....	7	9
Visitor or Travel Guide (AMA, Travel Alberta).....	10	12
Other Park or Historic Site (Which one? _____).....	1	2
Newspaper.....	2	3
Radio.....	-	1
TV.....	-	1
Magazine.....	-	2
Poster.....	-	2
Road Map.....	2	5
Through an Extension Program (e.g., a presentation by Park staff, at school).....	2	2
Other (please specify) _____.....	10	2
Don't Recall.....	2	-
No Other.....	-	41

31. Have you any suggestions for improving promotion of the Park?

N=136

- 23% More highway signs, clearer.
- 18 TV, radio, newspapers in southern Alberta.
- 18 Tourist Information Centres and guide books.
- 15 Advertise.
- 13 Promote in nearby towns and campgrounds.
- 13 Signs prior to turn-off.
- 13 Promote as national site, along with others.
- 12 Brochures at other National Parks.
- 11 Promote through local businesses, posters, etc.
- 10 Travel Alberta.
- 10 Build a "working" fort.
- 8 Special events, promoted in regional newspapers.
- 8 Promote range of activities.
- 7 Highlight on area maps, local maps.
- 5 Documentary or feature story.
- 4 Extension programs in schools.
- 4 Take an Alberta Break.
- 4 Keep some bison where they can be seen from the road.
- 3 Promote through special interest groups; i.e., ca ve clubs, seniors, etc.
- 3 Sell T-shirts, pens, etc.
- 3 Promote recreational use, especially in winter.
- 2 More "hands-on", especially for children.
- 2 Camping.
- 2 Promote at border crossings and in border states.
- 2 Coordinate with Stampede and Klondike Days.
- 6 Other.

32. [PLEASE ANSWER PARTS A, B, AND C OF QUESTION 32]

- (a) Was there any information about the Park and its services that you needed but were unable to obtain or had difficulty in obtaining...at home while you were planning the trip? [CIRCLE ALL THAT APPLY]

N=420

- 6% Directions to the Park
- 8 Days/hours of operation
- 3 Park rules
- 9 Information about specific programs/displays within the Park
- 5 Information about the historical significance of the Park
- 5 Information about recreational opportunities available at the Park
- 6 Information about the services available at the Park
- 5 Other
- 72 No answer

- (b) Was there any information about the Park and its services that you needed but were unable to obtain or had difficulty in obtaining...while you were en route to the Park? [CIRCLE ALL THAT APPLY]

N=420

- 9% Directions to the Park (signs)
- 4 Directions to the Park (maps or brochures)
- 9 Days/hours of operation
- 3 Park rules
- 8 Information about specific programs or events (including times)
- 5 Information about the historical significance of the Park
- 7 Information about the recreational opportunities available at the Park
- 2 Other
- 74 No answer

- (c) Was there any information about the Park and its services that you needed but were unable to obtain or had difficulty in obtaining...while you were visiting the Park? [CIRCLE ALL THAT APPLY]

N=420

-	Location of the visitor reception centre
6%	Information about specific programs or events (including times and locations within the Park)
5	Directions to the outdoor display areas (walking trails)
2	Hours of operation
2	Park rules
3	Other
85	No answer

ABOUT PARK FUNDING:

33. If you could allocate funds to the Park and to the services provided, where do you think it would be most important to spend the money? [CIRCLE ONE NUMBER IN EACH LINE.]

	No Answer/ Can't Comment	Very Important	Somewhat Important	Not Important
N=420				
More presentations by Park staff.....	44%	22%	27%	6%
Conservation and protection of existing sites.....	28	56	15	1
Archaeological research.....	36	32	27	5
More picnic areas.....	45	4	15	36
More parking areas.....	45	1	13	41
Improve the museum display.....	37	24	33	6
Reconstruction of a fort.....	19	54	21	6
More staff.....	52	7	26	15
More audio, visual or theatre presentations.....	36	23	31	10
Other (please specify) _____	95	4	1	1

34. Do you expect to pay an entrance fee at a National Historic Park?

N=400

34%	Yes
52	No
14	Don't Know

35. In your opinion, please rate the appropriateness of the following fee options for National Historic Parks on a scale of 1-3; '1' is very appropriate, '2' is somewhat appropriate and '3' is not at all appropriate.

	Very Appropriate	Somewhat Appropriate	Not at all Appropriate
N=343			
An entrance fee of \$1.50/adult and \$1.75/child, 6-16 years/entry.....	42%	32%	26%
N=303			
A family pass at \$10/year.....	22	26	52
N=303			
An entrance fee of \$.50/child for school groups.....	26	29	45
N=360			
A voluntary donation.....	63	25	12

IN CONCLUSION...

36. Would you come back to RMH National Historic Park?
 N=407
 90% Yes
 10 No
37. Would you recommend a visit to RMH National Historic Park to your friends or relatives?
 N=408
 96% Yes
 4 No
38. Do you have any further comments on your visit to RMH National Historic Park?
 N=144 34% Yes
 26% Enjoyable and informative.
 15 Knowledgeable, courteous staff.
 14 Far from its potential.
 12 Reconstruct "working" fort.
 8 Will spend more time here on next visit.
 6 Clean and well-maintained.
 6 Deep interest in history.
 4 Enjoyed demonstrations, presentations.
 4 Good job with what is left of original site.
 4 More information about David Thompson needed.
 4 Relaxing.
 3 Liked riddle contest.
 3 Worth visiting.
 3 More archaeological activity and information.
 3 Would not pay entrance fee.
 2 National Park pass should cover admission fee.
 2 Audio, videos were well done.
 2 Improve accessibility for handicapped.
 2 Asking income is very inappropriate.
 2 Survey is too long, unnecessary.
 2 Open year-round.
 2 Admission fee proposals too low.
 1 Nice trails.
 1 Better maintenance of trails.
 1 AAA Tour Book lead us to believe there would be more demonstrations.
 1 Natives on staff.
 1 Change table for babies.
 19 Other.

THE INFORMATION IN THESE LAST SECTIONS IS IMPORTANT TO HELP US UNDERSTAND WHO THE VISITORS TO RMH NATIONAL HISTORIC PARK ARE.

ABOUT YOU AND YOUR TRAVELLING GROUP:

39. Which of the following best describes your travelling group? [CIRCLE ONE NUMBER]
- N=414
 6% Organized party (tour group, bus tour, school group...) [GO TO QUESTION 41]
 4 Other small party or special interest group (please specify)
 7 I came alone to the Park
 83 Group of family or friends

40. How many members of your travelling group, including yourself, belong to each of the following age and sex categories?

N=390	Male	Female	Total
11 years or less	.37	.40	.77
12 - 17 years	.16	.19	.35
18 - 24 years	.06	.12	.18
25 - 34 years	.25	.33	.58
35 - 49 years	.39	.44	.83
50 - 64 years	.27	.31	.58
65 years or older	.22	.21	.43
Total	1.72	2.00	3.72

41. Do you or anyone in your group have any disabilities? [CIRCLE ALL NUMBERS THAT APPLY]

N=420

11% Mobility
7 Hearing
2 Visual
1 Other (please specify)

42. If yes to any disability, what could the RMH National Historic Park do to better accommodate these disabilities?

N=43

12% Make trails wheelchair accessible.
12 Transportation with guide.
12 Upgrade to national standards.
12 Large print on handouts.
9 Golf cart rental for long walk.
9 More benches.
9 More entertainment closer to Visitors Centre.
7 Rent wheelchairs.
7 Improved lighting in museum.
5 Outside seating.
5 Handrails along walks.
5 Clearer signs.
2 Transportation for return from river.
2 Use microphones for presentations.
2 Louder audios.
14 Other.

ABOUT YOU:

PLEASE PROVIDE THE FOLLOWING INFORMATION ABOUT YOU AS A RESPONDENT OF THIS QUESTIONNAIRE. PLEASE ANSWER THE FOLLOWING QUESTIONS AS THEY APPLY TO YOU. ALL THE INFORMATION IS KEPT STRICTLY CONFIDENTIAL.

43. What is the highest level of education you have attained?

N=411

9% Grade 9 or less
26 High School Graduate
15 Technical School or Trade Certificate
13 College Diploma
24 University Degree
14 Post-Graduate Degree (Master's, Ph.D.)

44. In what age group are you?
N=414
- | | |
|----|--------------------|
| 4% | 12 - 17 years |
| 4 | 18 - 24 years |
| 22 | 25 - 34 years |
| 34 | 35 - 49 years |
| 22 | 50 - 64 years |
| 15 | 65 years and older |
45. Please indicate the category your total family income (before taxes) fell into in 1989.
N=367
- | | |
|----|---------------------|
| 6% | Under \$15,000 |
| 13 | \$15,001 - \$25,000 |
| 18 | \$25,001 - \$35,000 |
| 20 | \$35,001 - \$45,000 |
| 20 | \$45,001 - \$65,000 |
| 11 | \$65,001 - \$85,000 |
| 11 | \$85,000 and Over |
46. What language would you prefer to be served in? [CIRCLE 1 NUMBER]
N=414
- | | |
|-----|---------|
| 96% | English |
| 1 | French |
| 2 | Other |
47. Do you belong to any of the following: [CIRCLE ALL NUMBERS THAT APPLY]
N=420
- | | |
|-----|---|
| 13% | Historical Society |
| 3 | Horticultural Society |
| 3 | Canoeing or Kayaking Club |
| 4 | Naturalist Society |
| 4 | Cross-Country Ski Club |
| 5 | Outdoor Recreation/Orienteering Club |
| 6 | Scouting, Guiding, etc. |
| 3 | International Order of Foresters |
| 8 | Other Related Club or Organization (please specify) |
48. What were the weather conditions the day of your visit?
[CIRCLE ONE NUMBER]
N=411
- | | |
|-----|-----------------|
| 69% | Sunny and warm |
| 7 | Sunny and cool |
| 10 | Cloudy and warm |
| 9 | Cloudy and cool |
| 5 | Raining |

Appendix 2
Children's Survey Results



**ROCKY MOUNTAIN HOUSE NATIONAL HISTORIC PARK CHILDREN'S SURVEY
R E S U L T S**

1. How did the Park make you feel? Circle or color in the Happy Face if something you saw or did today made you feel happy. Color Mr. Yuck if you did not like it, and color the sign if you did not see it.

L = Liked

D = Disliked

NA = Did Not See

		N=380	N=77	N=457
How did you feel about...		School	Non-School	Total
N=457				
The Museum displays?	L	78%	97%	82%
	D	2	0	2
	NA	20	3	16
N=456				
Film, video or slide show?	L	17%	30%	19%
	D	8	5	7
	NA	75	65	74
N=451				
The people in costumes who work at the Park?	L	65%	66%	65%
	D	2	4	3
	NA	32	30	32
N=453				
The other people dressed in uniforms who work at the Park?	L	85%	75%	84%
	D	6	8	6
	NA	9	17	10
N=452				
The tape-recorded stories along the pathways?	L	8%	63%	17%
	D	2	14	4
	NA	90	22	79
N=456				
The signs about the flowers and plants?	L	68%	52%	65%
	D	9	22	12
	NA	23	26	23
N=454				
The burial ground (the graveyard)?	L	16%	55%	22%
	D	2	9	4
	NA	81	36	74
N=453				
The Red River Cart?	L	18%	51%	24%
	D	1	3	1
	NA	81	45	75
N=457				
The fur press?	L	30%	55%	34%
	D	3	10	4
	NA	67	35	62

		N=380	N=77	N=457
How did you feel about...		School	Non-School	Total
N=452				
The Fort Site with chimneys?	L	23%	58%	29%
	D	1	9	3
	NA	76	32	68
N=445				
The Fort Site with timbers?	L	67%	55%	65%
	D	4	5	4
	NA	29	39	31
N=453				
The Fort Site outlined by the holes in the ground?	L	64%	61%	63%
	D	6	9	7
	NA	30	30	30
N=457				
The tipis?	L	90%	73%	87%
	D	5	3	4
	NA	5	25	9
N=455				
The York Boat?	L	79%	61%	77%
	D	4	2	3
	NA	17	36	20
N=455				
The buffalo?	L	79%	71%	78%
	D	2	0	2
	NA	18	29	20

2. What did you like the very best about your visit today?

	N=360	N=73	N=433
	School	Non-School	Total
N=501			
Museum Displays	11%	15%	12%
Buffalo	8	19	10
Riddles/Liar Game	3	10	4
Hike/Tour	12	5	11
York Boat	8	3	7
Fur Trade	22	3	18
Tipis	19	13	18
Audience Participation	9	7	9
Plays/Demonstrations	8	8	8
Videos/Slides	1	7	2
Fort Sites	6	10	6
Legends	2	5	3
Trading Post	1	0	1
Staff	1	1	1
Wildlife	1	4	2
Other	4	4	4

3. What didn't you like at all about your visit today?

	N=227	N=49	N=276
	School	Non-School	Total
N=305			
Mosquitoes	43%	10%	42%
Long Walk	9	10	9
Weather	15	12	15
Audios Didn't Work	1	10	3
Signs of Flowers	1	14	3
Film/Slide Show	7	4	6
Tipis	3	0	3
Graves	2	0	1
York Boat	1	0	1
Audience Participation	4	0	3
Couldn't See Buffalo	1	6	2
Fort Sites	2	0	1
Museum Displays	0	2	1
Not Enough Staff	0	0	0
Other	18	31	21

4. What do you think the Park should have that it doesn't have now?

	N=288	N=64	N=352
	School	Non-School	Total
N=403			
Real Indians in Costume	8%	5%	8%
Playground	6	17	8
Concession/Restaurant	5	12	7
Rebuilt Fort/Cabins/Town	19	26	21
More Costumed Staff/Demonstrations	8	8	8
Ride in York Boat/Canoe	3	2	3
More Wildlife/Buffalo/Horses	6	6	6
More Outdoor Displays	4	3	4
Statues of Traders/Indians/Animals	6	6	6
Eating Shelter	7	0	6
Bigger Museum	2	3	2
Telescope/Tower to see Buffalo	4	3	4
More Exciting Films	1	0	1
Underground Tour/Coal Mine Museum	5	0	4
Maze	2	0	1
Mowing Grass Along Trails	1	0	1
More Audience Participation	4	3	4
More Tipis	7	3	6
Other	15	17	15

5. Would you like to come back to the Park? Put an X beside your answer.

	N=380	N=77	N=457
	School	Non-School	Total
N=457			
Yes	85%	80%	84%
No	3	5	4
I Don't Know	12	14	12

6. How old are you? Put an X beside the right number.

	N=380	N=76	N=456
	School	Non-School	Total
N=456			
6 years old	0%	16%	3%
7 years old	1	13	3
8 years old	4	13	5
9 years old	18	22	19
10 years old	49	16	43
11 years old	29	20	27

7. What is the name of the town or city that you live in or nearest to?

	N=380	N=75	N=455
	School	Non-School	Total
N=455			
Calgary	0%	17%	3%
Edmonton	0	11	2
Red Deer	62	12	54
Rural Alberta & Other Alberta	32	27	31
Rocky Mountain House	6	20	8
Outside Alberta	0	13	2

8. Who did you come here with today? Put an X beside your answer.

N=458	
83%	Your school or teacher
2	A group or club
15	Your family
0	Some friends
0	By yourself

THANK YOU!

Appendix 3

Resident Survey Results

THE ADVISORY GROUP, INC.: ROCKY MOUNTAIN HOUSE NATIONAL HISTORIC
PARK (RMHNHP) QUESTIONNAIRE (90-024)

R E S U L T S

Telephone Exchanges: N=405
Location 40% Calgary
44 Edmonton
4 Red Deer
3 Leduc, Wetaskiwin or Airdrie
11 Rural

1. Please tell me which of the following activities, that I will read out, you have participated in during the last year?

N=405

- 49% Took an overnight camping trip anywhere in Alberta (stayed at least one night)
- 79 Took a day trip anywhere in Alberta for non-business reasons (e.g., attended a sporting event, farmers' market, rodeo, etc.)
- 62 Ate a picnic lunch outdoors at a location outside your home town or city
- 36 Participated in outdoor river recreation such as canoeing, kayaking or fishing
- 72 Participated in an outdoor activity such as walking, hiking, biking, cross-country skiing at a location outside your home town or city
- 22 Participated in an organized tour or school tour to a museum, historic park or site
- 45 Visited a museum other than with a tour group or school
- 44 Visited an historic park or site other than with a tour group or school
- 48 Attended a special event or celebration such as Canada Day, Heritage Day, Parks Day, etc.
- 3 None of the above

THE ADVISORY GROUP, INC.: ROCKY MOUNTAIN HOUSE NATIONAL HISTORIC PARK (RMHNHP) QUESTIONNAIRE (90-024)

RESULTS

2. Have you visited the RMH National Historic Park within the last five years?

N=379

15% Yes [GO TO Q.9]
83 No [GO TO Q.3]
1 Unsure [GO TO Q.3]

3. Have you ever heard of the RMHNHP?

N=350

26% Yes [GO TO Q.4]
69 No [GO TO Q.22]
6 Unsure [GO TO Q.22]

4. Do you recall where you first learned about the RMHNHP? What other sources of information about the Park have been particularly helpful in informing you about the Park?

N=90 N=90
First Learned Other Helpful
(Circle 1 Sources
Number Only) (Circle all that Apply)

Word-of-Mouth (friend/family).....	44%	0%
Recommendation by Local Business in RMH.....	0	0
Highway or Road Signs.....	9	1
Brochure.....	6	6
Tourist Information Centre--Where?.....	3	1
Visitor or Travel Guide (AMA, Travel Alberta).....	1	6
Other Park or Historic Site--Which one?.....	1	0
Newspaper.....	4	1
Radio.....	3	1
TV.....	2	2
Magazine.....	0	3
Poster.....	0	0
Road Map.....	0	0
Through an Extension Program (e.g., at school).....	2	0
Other.....	12	4
Don't Recall.....	11	1
No Other.....	-	78

5. What can you tell me about the Park?

N=90

38% No Answer.
13 Nothing.
10 I just heard the name.
10 Scenery.
7 Fur Trading Fort.
5 Walking paths.
5 Nice park.
4 Voyageurs.
4 Lake.
3 Camping.
2 Nature.
2 Museum.
2 Wildlife.

RESULTS

- 2 Mountains.
- 1 I haven't been for several years.
- 1 History.
- 1 Great facilities.
- 1 Dog Sled Races.
- 1 Tea House.
- 1 Pottery.
- 1 Enjoyable for Whole Family.
- 1 Cairns.
- 1 Not commercialized.

6. Which of the following best describes the RMHNHP for you?

N=69

- 25% A Park for nature-lovers
- 12 A sports and recreational site
- 7 An outdoor picnic area
- 42 A site of historical interest
- 15 Other

7. Why have you not visited the RMHNHP?

N=63

- 29% No time.
- 22 Location.
- 21 Haven't gotten around to it.
- 3 I don't know.
- 3 Didn't know location.
- 3 Only in area during off-season.
- 3 No fishing this year.
- 3 Just pass-through.
- 2 Not interesting enough on its own.
- 2 I haven't been in the area.
- 2 Handicapped.
- 2 Go elsewhere.
- 2 Too far with children.
- 2 Expense.
- 2 Don't go to parks.
- 2 No transportation.

8. Do you intend to visit RMHNHP within the next year or so?

N=74

- 34% Yes [GO TO Q.18]
- 28 No [GO TO Q.17]
- 38 Unsure [GO TO Q.18]

RESULTS

9. How many times have you visited the RMHNHP?

N=53

51% Once
23 2 - 3
13 4 - 5
9 6 or More
4 Don't Recall

10. Did you visit as part of a school or tour group?

N=54

15% Yes
83 No
2 Don't Recall

11. Do you recall where you first learned about the RMHNHP?
What other sources of information about the Park have been particularly helpful in informing you about the Park?

N=56	N=56
First Learned	Other Helpful
(Circle 1	Sources
Number Only)	(Circle all that Apply)

Word-of-Mouth (friend/family).....	48%	5%
Recommendation by Local Business in RMH.....	0	2
Highway or Road Signs.....	11	2
Brochure.....	14	11
Tourist Information Centre--Where?.....	4	0
Visitor or Travel Guide (AMA, Travel Alberta).....	7	0
Other Park or Historic Site--Which one?.....	0	0
Newspaper.....	0	4
Radio.....	0	2
TV.....	2	0
Magazine.....	0	0
Poster.....	0	0
Road Map.....	0	0
Through an Extension Program (e.g., at school).....	2	0
Other.....	7	2
Don't Recall.....	5	2
No Other.....		77

12. What can you tell me about the Park?

N=58

43% No Answer.
14 Scenery.
7 Camping.
7 Nature.
7 Nice park.
5 Nothing.
5 I haven't been for several years.
5 Fur Trading Fort.
3 It has everything.
3 Audio-visual Presentation.
3 Hiking Trails.
2 Indian Artifacts.

R E S U L T S

- 2 History.
- 2 Great Facilities.
- 2 River.
- 2 Voyageurs.
- 2 I just heard the name.
- 2 Dog Sled Races.
- 2 Horseback Riding.
- 2 Wildlife.
- 2 Educational.
- 2 Skiing.
- 2 Picnic Area.
- 2 Activities for Children.
- 2 Solar Place by Water.
- 2 Buffalo.

13. Which of the following best describes the RMHNHP for you?

N=58

- 29% A Park for nature-lovers
- 7 A sports and recreational site
- 9 An outdoor picnic area
- 42 A site of historical interest
- 15 Other

14. Would you recommend to a friend or relative that they should visit the RMHNHP?

N=54

- 93% Yes [GO TO Q.16]
- 6 Unsure
- 2 No

15. Why not?

N=1

- 100% Not Exciting

16. Would you visit the RMHNHP again?

N=54

- 85% Yes [TO TO Q.18]
- 11 Unsure [GO TO Q.18]
- 4 No

RESULTS

17. Why not? [GO TO Q.20]

N=21

- 24% Not interested.
- 19 Lack of time.
- 19 Too far.
- 14 Out of way.
- 5 Handicapped.
- 5 Health problems.
- 5 Saving for longer vacation.
- 5 Personal reasons.
- 5 Children too young.

18. Would you be very likely, somewhat likely, somewhat unlikely or very unlikely to visit the RMHNHP in the (season)?

	No Answer	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
April, May & June (Spring).....	N=103.....	17%.....	23%.....	18%.....	42%
July or August (Summer).....	N=105.....	67.....	15.....	8.....	11
September or October (Fall).....	N=102.....	21.....	24.....	19.....	37
November through March (Winter).....	N=103.....	10.....	8.....	15.....	68

19. What days of the week would you most likely visit?

	No Answer	Sat.	Sun.	Mon.	Tues.- Thurs.	Fri.	Any or all Equally
Spring	N=41	61%	61%	22%	24%	5%	15%
Winter	N=19	58	68	21	21	5	11
Fall	N=39	56	54	26	28	8	21
Summer	N=72	64	57	15	19	7	33

20. Have you ever participated in an extension program offered by the RMHNHP; an extension program is a presentation by a member of the Park staff at a school or meeting location outside the Park?

N=120

- 2% Yes
- 97% No [GO TO Q.22]
- 2 Don't Recall/Unsure [GO TO Q.22]

21. Did the extension program prompt you to visit or consider visiting the RMHNHP?

N=2

- 100% Yes

RESULTS

22. What kinds of programs, demonstrations, presentations, displays or activities have you particularly enjoyed at any other parks or museums?

N=405

23% Live theatre presentations
35 Slide shows/video presentations
8 Audio-taped guided tours (you carry the playback unit and ear phones)
19 Audio-taped presentations (in conjunction with a particular display)
31 Demonstrations by costumed staff
39 Guided tours by uniformed staff
31 "Hands-on" activities such as experiments, digs, etc.
12 Computer interactive activities
27 Static displays
15 Active excavation areas
40 Other

23. Do you expect to pay an entrance fee at a National Historic Park?

N=393

76% Yes
19 No
5 Don't Know

24. In your opinion, please rate the appropriateness of the following fee options for National Historic Parks on a scale of 1-3; '1' is very appropriate, '2' is somewhat appropriate and '3' is not at all appropriate.

	No Answer	Appropriateness		
		Very	Somewhat	Not At All
An entrance fee of \$1.50/adult and \$.75/child, 6-16 years/entry.....	N=391	53%	40%	8%
A family pass at \$10/year.....	N=391	56	33	11
An entrance fee of \$.50/child for school groups.....	N=388	51	31	18
A voluntary donation.....	N=389	43	28	29

RESULTS

25. What would the RMHNHP have to offer to make you visit, return to the Park or visit more often?

N=350

38% Advertising.
 13 Camping.
 10 Scenery/nature.
 9 Programs that relate to the history of the area.
 7 Hiking.
 6 Wild life.
 5 Proximity.
 5 Fishing Derby.
 4 Guides/interpreters.
 4 Special events.
 4 Quietness.
 4 Time.
 4 Full facilities.
 3 Access to well maintained trails.
 3 Good enough as it is.
 3 Programs for children.
 3 I don't know enough about what is there.
 3 Tours.
 2 I would have to be in the area.
 2 Clean, well-maintained facilities.
 2 Activities for all ages.
 2 Cross-country skiing.
 2 Canoeing.
 1 Security guards, wardens.
 1 Marked features.
 1 Tour bus.
 1 Sights of interest.
 1 Sunny weather.
 1 Picnic sites.
 1 I can't afford to go.
 1 Hotels near by.
 1 Evening presentations.
 1 Lake.
 1 Rivers.
 1 Natural Museum.
 1 Displays.
 1 Wouldn't go.
 1 Interpretive Centre.
 1 Hotels near by.
 Beaches.
 Outdoor programs.
 Canoe accessible camping.
 Waterfalls.
 Recreation area.
 Tennis courts.
 Fire pits.
 I will go to see it once to check it out.

RESULTS

Theatre group.
Information booklet.
Shelter from weather.
Restroom facilities.
Overnight free parking.
Bird-watching.
Trading Post.
Allowed to take my dog.
No mosquitoes.
Golf.
Phone.
Be as close and beautiful as Banff.
Swimming pool.
Catalogue of all National Parks.
Electricity in campground.
Handicapped facilities.
Live screen shows.
Old farm implements.
Beer gardens.
Seniors programs.
Environmental awareness.
Drop any fees.
No camping.
Motorized vehicles/motorbikes & snowmobiles.
See each park only once.
Hands-on activities.
Downhill skiing.
Native culture/artifacts.
Boating.
All-season usage.
Tour book.
Concert fund-raiser.
Restaurant.
Activities for teens.

I WILL CONCLUDE NOW BY ASKING YOU A FEW QUESTIONS ABOUT YOURSELF:

26. What is the highest level of education you have attained?

N=401

17%	Grade 9 or Less
40	High School Graduate
4	Technical or Trade Certificate
10	College Diploma
23	University Degree
5	Post-Graduate Degree (Master's, Ph.D.)

RESULTS

27. What is your sex?

N=405

47% Female
53 Male

28. In what age group are you?

N=404

11%	12 - 17
14	18 - 24
28	25 - 34
22	35 - 49
14	50 - 64
11	65 and Older

29. Please indicate the category your total family income (before taxes) fell into in 1989. Is it...

N=265

13%	Under \$15,000
17	\$15,001 - \$25,000
23	\$25,001 - \$35,000
16	\$35,001 - \$45,000
15	\$45,001 - \$65,000
10	\$65,001 - \$85,000
6	\$85,000 and Over

30. Do you belong to any of the following?

N=405

2%	Historical Society
1	Horticultural Society
1	Canoeing or Kayaking Club
2	Naturalist Society
2	Cross-Country Ski Club
2	Outdoor Recreation/Orienteering Club
3	Scouting, Guiding, etc.
2	International Order of Foresters
5	Other Related Club or Organization (please specify)
82	None/No Answer

31. Do you or any member of your family have a disability that would prevent you from visiting the Park?

N=395

9% Yes
91 No